

THE EFFECT OF REWARD AND PUNISHMENT ON EMPLOYEE PERFORMANCE AT KANTOR KESYAHBANDARAN DAN OTORITAS PELABUHAN KELAS IV BENGKALIS

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Abstract

This study was motivated by the importance of improving employee performance in supporting public services at Kantor Kesyahbandaran dan Otoritas Pelabuhan Kelas IV Bengkalis. The institution has implemented a reward and punishment system to improve employee performance; however, the effectiveness of its implementation still needs to be analyzed. This study aimed to determine the effect of Reward and Punishment on employee performance simultaneously and partially. The study employed a quantitative approach using multiple linear regression analysis with SPSS. The sampling technique used was saturated sampling, involving 32 employees as respondents. Data analysis included correlation analysis, coefficient of determination, multiple linear regression, F-test, and t-test. The results showed that Reward had a strong relationship with employee performance, with a correlation coefficient of 0.675, while Punishment had a moderate relationship, with a correlation coefficient of 0.487. The Adjusted R Square value of 0.618 indicated that 61.8% of the variation in employee performance was influenced by Reward and Punishment. The F-test results indicated that both variables simultaneously had a positive and significant effect on employee performance. Partially, Reward and Punishment also had a positive and significant effect on employee performance. Therefore, the fair, consistent, and objective implementation of Reward and Punishment can improve employee performance and support the enhancement of public service quality at the institution.

Keywords: *Employee Performance, Kantor Kesyahbandaran dan Otoritas Pelabuhan Kelas IV Bengkalis, Punishment, Reward.*