

## ABSTRAK

**Nur Anisa Anggraini Sapitri (2023).** Pengaruh *Reward* Dan *Punishment* Terhadap Motivasi Kerja Karyawan PT. Satya Mandala Pratama Way Giham. Dibimbing oleh Ibu Anis Feblin, S.E.,M.Si. selaku pembimbing I dan ibu Tati Herlina, S.E.,M.Si selaku pembimbing II.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Reward* Dan *Punishment* Terhadap Motivasi Kerja Karyawan PT. Satya Mandala Pratama Way Giham. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner. Jumlah populasi sebanyak 49 karyawan PT. Satya Mandala Pratama Way Giham. Teknik analisis data yang digunakan adalah regresi linier berganda. Berdasarkan hasil uji hipotesis secara parsial pada variabel *reward* nilai t-hitung (6.827) > t-tabel (2.01290) artinya terdapat pengaruh *reward* terhadap motivasi kerja karyawan PT. Satya Mandala Pratama Way Giham. Sedangkan variabel *punishment* memiliki nilai t-hitung (9.867) > t-tabel (2.01290) artinya terdapat pengaruh *punishment* terhadap motivasi kerja karyawan PT. Satya Mandala Pratama Way Giham. Secara simultan didapatkan  $F_{hitung}$  sebesar 379.918. Hasil tersebut kemudian dibandingkan dengan  $F_{tabel}$ ,  $F_{tabel}$  di peroleh dengan melihat ( $df_1 = \text{jumlah variabel} - 1 = 3 - 1 = 2$ ) dan ( $df_2 = n - k - 1 = 49 - 2 - 1 = 46$ ) pada tingkat kepercayaan 95% atau  $\alpha = 5\%$  didapat  $F_{tabel}$  3.20. Jadi  $F_{hitung} 379.918 > F_{tabel}$  3.20 artinya ada pengaruh secara signifikan *reward* dan *punishment* terhadap motivasi kerja karyawan PT. Satya Mandala Pratama Way Giham. Koefisien determinasi ( $R^2$ ) yang diperoleh sebesar 0.943. Hal ini menunjukkan berarti sumbangan pengaruh *Reward* dan *Punishment* terhadap Motivasi kerja sebesar 94,3% sedangkan sisanya 5,7% dipengaruhi oleh variabel lain yang tidak disebutkan dalam penelitian ini seperti faktor internal yaitu keinginan memperoleh pengakuan dan faktor eksternal yaitu kondisi lingkungan kerja (Sutrisno, 2018:116).

Kata Kunci: *Reward*, *Punishment* dan Motivasi Kerja

## ABSTRACT

**Nur Anisa Anggraini Sapitri (2023)** The influence of reward and punishment on employees' work motivation at PT. Satya Mandala Pratama Way Giham. The study was under the guidance of Anis Feblin, S.E., M.Si. and Tati Herlina, S.E., M.Si.

The aim of this study was to determine the influence of reward and punishment on employees' work motivation at PT. Satya Mandala Pratama Way Giham. The data collection technique used in this study involved distributing questionnaires. The population consisted of 49 employees of PT. Satya Mandala Pratama Way Giham. The data analysis technique used was multiple linear regression. Based on the results of hypothesis testing, it was found that the reward variable had a t-value of 6.827, which was greater than the t-table value of 2.01290. This indicated that there was an influence of reward on employees' work motivation at PT. Satya Mandala Pratama Way Giham. Similarly, the punishment variable had a t-value of 9.867, which was greater than the t-table value of 2.01290. This indicated that there was an influence of punishment on employees' work motivation at PT. Satya Mandala Pratama Way Giham. The simultaneous analysis yielded an F-value of 379.918. This result was compared with the F-table value obtained by considering  $(df1 = \text{number of variables} - 1) = 3 - 1 = 2$  and  $(df2 = n - k - 1) = 49 - 2 - 1 = 46$  at a confidence level of 95% or  $\alpha = 5\%$ . The F-table value was found to be 3.20. Therefore, the F-value of 379.918 was greater than the F-table value of 3.20, indicating a significant influence of reward and punishment on employees' work motivation at PT. Satya Mandala Pratama Way Giham. The coefficient of determination ( $R^2$ ) obtained was 0.943, indicating that reward and punishment accounted for 94.3% of the variance in work motivation, while the remaining 5.7% was influenced by other unmentioned variables such as internal factors like the desire for recognition and external factors like work environment conditions (Sutrisno, 2018:116).

Keywords: Reward, Punishment, and Work Motivation

