

**PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP KINERJA
KARYAWAN DENGAN MOTIVASI SEBAGAI VARIABLE
INTERVENING**

(PTPN VII Pabrik Gula Cinta Manis)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah pengaruh *Reward*, *Punishment* berpenagurh terhadap Kinerja Karyawan serta dengan adanya motivasi mampu memediasi *reward* dan *punishment* terhadap kinerja karyawan. Penelitian ini dilakukan di PTPN VII Pabrik Gula Cinta Manis dengan mengumpulkan data dan menyebarkan kuesioner. Jumlah populasi penelitian yaitu 40 dan diambil 40 sampel dengan teknik *simple random sampling*. Analisis yang digunakan analisis uji validitas, reliabilitas, asumsi klasik, *path analysis*, uji t, dan uji f. Hasil penelitian ini menunjukkan bahwa *reward* dan *punishment* berpengaruh signifikan terhadap kinerja karyawan, *reward* dan *punishment* juga berpengaruh dan signifikan terhadap motivasi. Kesimpulannya mediasi menunjukkan bahwa motivasi mampu memediasi *reward* dan *punishment* terhadap kinerja karyawan.

KATA KUNCI : *Reward*, *Punishment*, Motivasi, Kinerja Karyawan

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ABSTRACT

This study aims to determine whether the effect of Reward, Punishment has effect on Employee Performance and with the motivation to be able to mediate reward and punishment on employee performance. This research was conducted at PTPN VII Cinta Manis Sugar Factory by collecting data and distributing questionnaires. The number of research population was 40 and 40 samples were taken with saturated samepl technique. The analysis used is the analysis of validity, reliability, classic assumptions, path analysis, t test, and f test. The results of this study indicate that reward and punishment have a significant effect on employee performance, reward and punishment also have a significant and significant effect on motivation. In conclusion, mediation shows that motivation is able to mediate rewards and punishments for employee performance.

KEYWORDS: *Reward, Punishment, Motivation, Employee Performance*