ABSTRACT

THE EFFECT OF REWARD AND PUNISHMENT ON COMMITMENT ORGANIZATION WITH JOB SATISFACTION AS A VARIETY INTERVENING
(Research at the KFSKIN COSMETICS Company in Cirebon and Ciamis Regions)

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The purpose of this study is to determine the magnitude of the influence of *reward*, *punishment* on organizational commitment through job satisfaction as an intervening variable KFSKIN COSMETICS company in Cirebon and Ciamis area. Method used in this study is the survey method, while the sampling technique using saturated sample so that the number of respondents in this study was 35 respondents. Technique ata collection used for primary data is done through questionnaires and interviews, secondary data obtained from literature review and other relevant parties. Tool analysis using mediation variable regression analysis. The research results show that: (1) *reward* and *punishment* have a effect on job satisfaction. (2) *reward* and *punishment* have a affect on organizational commitment. (3) job satisfaction has a positive effect on organizational commitment. (4) *reward* dan *punishment* through job saisafaction mediate organizational commitment.

Keywords: *reward*, *punishment*, job satisfaction, organizational commitment.

ABSTRAK

PENGARUH REWARD DAN PUNISHMENT TERHADAP KOMITMEN ORHGANISASI DENGAN KEPUASAN KERJA SEBAGAI VARIBAEL INTERVENING

(Penelitian Pada Perusahaan KFSKIN COSMETICS Daerah Cirebon dan Ciamis)

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Tujuan penelitian ini untuk mengatahui besarnya pengaruh *reward*, punihshment terhadap komitmen organisasi melalui kepuasan kerja sebagai varabel intervening pada perusahaan KFSKIN COSMETICS daerah Cirebon dan Ciamis. Metode yang digunakan dalam penelitian ini adalah metode survei, sedangkan teknik penarikan sampel menggunakan sampel jenuh sehingga jumlah responden pada penelitian ini adalah 35 responden. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui kuesioner dan wawancara, data sekunder diperoleh dari kajian pustaka dan pihak lain yang relevan. Alat analisis menggunakan analisis regresi variabel mediasi. Hasil penelitian menunjukan bahwa: (1) *reward* dan *punishment* berpengaruh positif terhadap kepuasan kerja. (2) *reward* dan *punishment* berpengaruh positif terhadap komitmen organisasi. (3) kepuasan kerja berpengaruh positif terhadap komitmen organisasi. (4) *reward* dan *punishment* melalui kepuasan kerja memediasi terhadap komitmen organisasi.

Kata kunci: *reward*, *punishment*, kepuasan kerja, komitmen organisasi.