

ABSTRACT

THE EFFECT OF REWARD AND PUNISHMENT ON EMPLOYEE PERFORMANCE AT PT DERMA BEAUTY INDONESIA (A Research on Marketing Section Employees)

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This study aims to find out how employees respond to the influence of reward and punishment at PT. Derma Beauty Indonesia marketing division. The research method used was a survey method, the data were obtained directly through questionnaires to 36 respondents who were taken from marketing department employees. sampling using a census and the method of analysis used in this study is path analysis (path analysis). Based on the results of the study, the results showed that the reward was included in the very good classification, the punishment was included in the very good classification, and the performance of marketing department employees was quite good. Based on this study, there is a partial and simultaneous significant influence between rewards and punishments on the performance of marketing department employees.

Keywords: Reward, Punishment and employee performance

ABSTRAK

PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP KINERJA KARYAWAN DI PT DERMABEAUTY INDONESIA

(Suatu Penelitian Pada Karyawan Bagian Marketing)

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Penelitian ini bertujuan untuk mengetahui bagaimana tanggapan karyawan mengenai pengaruh *reward* dan *punishment* di PT. Derma Beauty Indonesia bagian marketing. Metode penelitian yang digunakan adalah metode survey, data diperoleh secara langsung melalui kuesioner kepada 36 responden yang di ambil dari karyawan bagian marketing. penarikan sampel menggunakan sensus dan metode analisis yang digunakan dalam penelitian ini adalah analisis jalur (*path analiysis*). Berdasarkan hasil penelitian menunjukan hasil bahwa *reward* termasuk dalam klasifikasi sangat baik, *punishment* termasuk dalam klasifikasi sangat baik, dan kinerja karyawan bagian marketing tergolong baik. Berdasarkan penelitian ini, terdapat pengaruh yang signifikan secara parsial dan simultan antara *reward* dan *punishment* terhadap kinerja karyawan bagian marketing.

Kata Kunci: *Reward*, *Punishment* dan Kinerja karyawan.