

PENGARUH PENERAPAN METODE REWARD, INSENTIF DAN PUNISHMENT TERHADAP KINERJA KARYAWAN PADA PT. ANUGRAH ALAM BERASTAGI

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui apakah penerapan metode reward, insentif, dan punishmen berpengaruh terhadap kinerja karyawan Pada PT. Anugrah Alam Berastagi pendekatan penelitian ini berdasarkan pendekatan kuantitatif. Populasi dalam sampel dalam penelitian ini berjumlah 53 karyawan. Teknik pengumpulan data menggunakan kuisioner, wawancara, dan studi dokumentasi. Penggunaan analisa data akan menggunakan analisa regresi linier berganda. Hasil pengujian hipotesis secara parsial di peroleh nilai $t_{hitung} > t_{tabel}$ atau $4,380 > 2,009$ dan signifikan yang di peroleh $0,000 < 0,05$ jadi secara parsial reward berpengaruh positif dan signifikan terhadap kinerja karyawan PT. Anugrah alam Berastagi. Hasil pengujian hipotesis secara parsial di peroleh nilai $t_{hitung} > t_{tabel}$ atau $2,226 > 2,009$ dan signifikan yang di peroleh $0,000 < 0,05$ jadi secara parsial insentif berpengaruh positif dan signifikan terhadap kinerja karyawan PT. Anugrah alam Berastagi. Hasil pengujian hipotesis secara parsial di peroleh nilai $t_{hitung} > t_{tabel}$ atau $4,478 > 2,009$ dan signifikan yang di peroleh $0,000 < 0,05$ jadi secara parsial dapat di simpulkan punishmen berpengaruh positif dan signifikan terhadap kinerja karyawan PT. Anugrah alam Berastagi. Hasil pengujian di peroleh nilai $F_{hitung} (28,486) > F_{tabel} (2.79)$ dan probabilitas signifikansi $0,000 < 0,05$ berarti secara simultan reward, insentif dan punishmen berpengaruh positif dan signifikan terhadap kinerja karyawan PT anugrah alam Berastagi.

Kata kunci : Reward, Insentif, Punishmen, Kinerja Karyawan

ABSTRACT

The purpose of this study was to find out whether the application of reward, incentive, and punishment methods affects employee performance. At PT. Anugrah Alam Berastagi this research approach is based on a quantitative approach. The population in the sample in this study amounted to 53 employees. Data collection techniques using questionnaires, interviews, and documentation studies. The use of data analysis will use multiple linear regression analysis. The results of testing the hypothesis partially obtained $t_{count} > t_{table}$ or $4.380 > 2.009$ and it was significant that $0.000 < 0.05$ was obtained so partially reward had a positive and significant effect on the performance of employees of PT. Berastagi's natural gift. The results of testing the hypothesis partially obtained $t_{count} > t_{table}$ or $2.226 > 2.009$ and it was significant that $0.000 < 0.05$ was obtained, so partially incentives had a positive and significant effect on the performance of employees of PT. Berastagi's natural gift. The results of testing the hypothesis partially obtained $t_{count} > t_{table}$ or $4.478 > 2.009$ and significantly obtained $0.000 < 0.05$ so partially it can be concluded that punishment has a positive and significant effect on the performance of employees of PT. Berastagi's natural gift. The test results obtained the value of $F_{count} (28.486) > F_{table} (2.79)$ and a significance probability of $0.000 < 0.05$ means that simultaneously rewards, incentives and punishments have a positive and significant effect on the performance of employees of PT Anugrah Alam Berastagi.

Keywords: Reward, Incentives, Punishment, Employee Performance