

ABSTRAK

Dalam situasi persaingan kerja yang semakin ketat, kinerja karyawan menjadi factor penting dalam menentukan keberhasilan dan daya saing perusahaan. Kinerja yang baik mencerminkan efektivitas individu sekaligus mendukung tercapainya tujuan organisasi. Di Indonesia, rendahnya kualitas sumber daya manusia menjadi kendala utama dalam meningkatkan produktivitas dan penyerapan tenaga kerja, karena banyak pencari kerja belum memiliki keterampilan dan kompetensi yang dibutuhkan. Penelitian ini dilakukan untuk menganalisis seberapa jauh pengaruh motivasi kerja, reward, dan punishment terhadap kinerja karyawan di KUD Tani Makmur Senduro. Penelitian menggunakan pendekatan kuantitatif dengan metode asosiatif. Data diperoleh melalui penyebaran kuesioner kepada para karyawan, kemudian diolah dengan analisis regresi linier berganda melalui software SPSS. Hasil analisis menyatakan :(1) motivasi kerja memiliki pengaruh terhadap kinerja, yang berarti semakin tinggi motivasi seorang karyawan, maka semakin meningkat pula kinerjanya.(1) reward menunjukkan pengaruh negatif terhadap kinerja, menandakan bahwa sistem penghargaan yang ada belum diterapkan secara efektif atau tidak sesuai dengan ekspektasi karyawan.(3) punishment berpengaruh positif, yang berarti penerapan sanksi yang konsisten dan adil mampu meningkatkan kedisiplinan dan tanggung jawab karyawan dalam menyelesaikan pekerjaan. Disimpulkan bahwa motivasi kerja dan punishment berkontribusi positif terhadap peningkatan kinerja, sedangkan reward memerlukan evaluasi agar dapat berfungsi secara optimal.

Kata kunci: motivasi kerja, *reward*, *punishment*, kinerja karyawan

ABSTRACT

In the midst of increasingly intense job market competition, employee performance plays a vital role in determining a company's success and competitiveness. Good performance not only reflects individual effectiveness but also contributes directly to the achievement of organizational goals. In Indonesia, the low quality of human resources remains a major obstacle in improving labor productivity and employment absorption, as many job seekers lack the skills and competencies required by the job market. This study was conducted to analyze the extent to which workmotivation, reward, and punishment influence employee performance at KUD Tani Makmur Senduro. The research employed a quantitative approach using an associative method. Data were collected through questionnaires distributed to employees and analyzed using multiple linear regression with SPSS software. The results revealed that: (1) work motivation has a positive and significant influence on performance, meaning that the higher an employee's motivation, the better their performance; (2) reward has a negative effect on performance, indicating that the current reward system is not implemented effectively or does not meet employee expectations; and (3) punishment has a positive effect, meaning that consistent and fair sanctions can improve employee discipline and responsibility in completing tasks. It is concluded that work motivation and punishment positively contribute to performance improvement, while the reward system requires further evaluation to function optimally.

Keyword : Work Motivation, Reward, Punishment, Employee Perfo

