

PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP MOTIVASI KERJA (KASUS PADA KARYAWAN KANTOR PUSAT PT. BAKRIE TELECOM, Tbk)

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ABSTRAK

Penelitian ini dilakukan bertujuan untuk menganalisis pengaruh *reward* dan *punishment* terhadap motivasi kerja (kasus pada karyawan kantor pusat PT Bakrie Telecom, Tbk). Metode penelitian yang digunakan adalah deskriptif kuantitatif yang melibatkan sample penelitian sebanyak 91 karyawan kantor pusat PT Bakrie Telecom, Tbk.

Hasil penelitian menunjukkan bahwa terdapat: pengaruh *reward* terhadap motivasi kerja, yang diperoleh melalui persamaan regresi yang berarti terdapat pengaruh positif *reward* terhadap motivasi kerja. Koefisien korelasi *reward* memiliki pengaruh yang kuat terhadap motivasi kerja. Terdapat pengaruh yang signifikan yang ditunjukkan dari perolehan nilai t_{hitung} lebih tinggi dari t_{tabel} .

Hasil penelitian juga menunjukkan bahwa terdapat: pengaruh *punishment* terhadap motivasi kerja, yang diperoleh melalui persamaan regresi yang berarti terdapat pengaruh positif *punishment* terhadap motivasi kerja. koefisien korelasi *punishment* memiliki pengaruh yang cukup kuat terhadap motivasi kerja. Terdapat pengaruh yang signifikan yang ditunjukkan dari perolehan nilai t_{hitung} lebih tinggi dari t_{tabel} .

Hasil penelitian menunjukkan bahwa terdapat: pengaruh *reward* dan *punishment* terhadap motivasi kerja, yang diperoleh melalui persamaan regresi linier berganda yang berarti terdapat pengaruh positif *reward* dan *punishment* terhadap motivasi kerja. koefisien korelasi *punishment* memiliki pengaruh yang kuat terhadap motivasi kerja. Terdapat pengaruh yang signifikan yang ditunjukkan dari perolehan nilai F_{hitung} lebih tinggi dari F_{tabel} . Dengan demikian dapat dinyatakan bahwa terdapat terdapat pengaruh *reward* dan *punishment* baik secara parsial atau simultan terhadap motivasi kerja

Kata Kunci : *reward*, *punishment*, motivasi kerja

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EFFECT OF REWARD AND PUNISHMENT OF WORK MOTIVATION (CASE OF EMPLOYEES ON HEAD OFFICE PT. BAKRIE TELECOM, Tbk)

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ABSTRACT

This study was conducted to analyze the influence of reward and punishment on work motivation (in the case of employees of the head office of PT Bakrie Telecom, Tbk). The method used is descriptive quantitative sample of a study involving as many as 91 employees of the head office of PT Bakrie Telecom, Tbk. The results showed that there are : the influence of rewards on work motivation, which is obtained through a regression equation which means that there is a positive influence on work motivation reward. Reward correlation coefficient has a strong influence on work motivation . There is a significance effect of acquisition shown t count higher than T Table. The results also show that there are : the effect of punishment on work motivation, which is obtained through a regression equation which means that there is a positive effect of punishment on work motivation. Correlation coefficient of punishment has a strong influence on work motivation . There is a significant effect of acquisition shown t_{count} higher than T_{Table} .

The results showed that there are : the influence of reward and punishment on work motivation, which is obtained through multiple linear regression equation which means that there is a positive effect of reward and punishment on work motivation. Correlation coefficient of punishment has a strong influence on work motivation. There is a significance effect of the acquisition value indicated a higher F value of F table. Thus it can be stated that there are influences both reward and punishment after a partial or simultaneously on work motivation.

Keywords : reward , punishment , motivation to work

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