

PENGARUH REWARD DAN PUNISHMENT TERHADAP MOTIVASI KERJA (KASUS PADA KARYAWAN *OUTSOURCING* DI 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 Outsourcing PT. Bakrie Telecom, Tbk).Konsep variabel yang ingin disampaikan adalah tentang *reward* dan *punishment* yang berpengaruh terhadap motivasi kerja karyawan outsourcing.Metode penelitian yang digunakan adalah Deskriptif Kuantitatif yang melibatkan sampel penelitian sebanyak 100 karyawan outsourcing PT. Bakrie Telecom, Tbk. Hasil penelitian menunjukkan bahwa : terdapat pengaruh positif *reward* terhadap motivasi kerja karyawan outsourcing PT. Bakrie Telecom. Demikian juga halnya dengan *punishment* yang turut berpengaruh terhadap motivasi kerja karyawan outsourcing. Penelitian ini menggunakan analisis regresi sederhana dan regresi berganda. *Reward* dan *punishment* mempunyai pengaruh yang positif terhadap motivasi kerja karyawan outsourcing.Saran yang dapat disampaikan adalah PT. Btel agar dapat menerapkan *reward* dan *punishment* kepada karyawan outsourcing secara berkesinambungan supaya motivasi kerja tetap tinggi.

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

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

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ABSTRACT

This research was conducted to analyze the influence of reward and punishment on work motivation (in the case of Outsource Employee of PT. Bakrie Telecom, Tbk). Concepts variable to be conveyed is about rewards and punishment that affect outsource employee motivation. The Metode supporting a research is descriptive quantitative study involving a sample of 100 employees of outsource PT. Bakrie Telecom. The results showed that: there is the influence of rewards on outsource employee PT. Bakrie Telecom. Similarly, the punishment that helped influence on outsource employee motivation and Punishment .Reward have a positive effect on outsource employee motivation . This study uses a simple regression analysis and multiple regression The suggest that can be delivered is PT. Bakrie Telecom order to implement Reward and Punishment outsource employee an ongoing basis so that work motivation remains high.

Keyword : reward, punishment, motivation to work

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