

**PENGARUH PEMBERIAN *REWARD*, *PUNISHMENT* DAN MOTIVASI
KERJA TERHADAP PRODUKTIVITAS KERJA KARYAWAN PADA
BAGIAN *FINISHING GOLD LEAF* PT. GLOBAL KRIYA NUSANTARA
DIMASA PANDEMI COVID-19**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh variabel independen yaitu *Reward*, *Punishment*, dan Motivasi Kerja terhadap variabel dependen yaitu Produktivitas Kerja karyawan pada bagian *Finishing Gold leaf* PT. Global Kriya Nusantara dimasa pandemi COVID-19. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi yang digunakan pada penelitian ini adalah seluruh karyawan bagian *Finishing Gold Leaf* PT. Global Kriya Nusantara yang berjumlah 30 orang responden dengan menggunakan teknik *non probability sampling*, sampel jenuh. Berdasarkan hasil penelitian diperoleh bahwa tanggapan responden terkait pemberian *Reward* termasuk kedalam kategori baik, pemberian *Punishment* termasuk kedalam kategori baik, Motivasi Kerja termasuk kedalam kategori baik dan Produktivitas Kerja kedalam kategori baik. Berdasarkan hasil uji determinasi diperoleh bahwa *Reward* berpengaruh sebesar 55,4% terhadap Produktivitas Kerja, *Punishment* berpengaruh sebesar 0,7% terhadap Produktivitas Kerja, Motivasi Kerja berpengaruh sebesar 59,7%, *Reward*, *Punishment* dan Motivasi Kerja berpengaruh sebesar 69,4% terhadap Produktivitas Kerja. Hasil penelitian secara parsial *Reward* berpengaruh karena $t_{hitung} 3,411 > t_{tabel} 2,056$ terhadap Produktivitas Kerja, *Punishment* tidak berpengaruh karena $t_{hitung} 0,619 < t_{tabel} 2,056$ terhadap Produktivitas Kerja, Motivasi Kerja berpengaruh karena $t_{hitung} 4,027 > t_{tabel} 2,056$ terhadap Produktivitas Kerja. Berdasarkan uji F bahwa *Reward*, *Punishment* dan Motivasi Kerja berpengaruh secara simultan karena $F_{hitung} 22,930 > F_{tabel} 2,975$ terhadap Produktivitas Kerja.

Kata Kunci : *Reward*, *Punishment*, Motivasi Kerja, Produktivitas Kerja.

**THE EFFECT OF REWARD, PUNISHMENT AND WORK MOTIVATION
ON EMPLOYEES' WORK PRODUCTIVITY IN THE FINISHING GOLD
LEAF SECTION OF PT. GLOBAL KRIYA NUSANTARA DURING THE
COVID-19 PANDEMIC**

ABSTRACT

This study aims to determine the effect of the independent variables; namely Reward, Punishment, and Work Motivation on the dependent variable, namely the Work Productivity of employees in the Finishing Gold leaf section of PT. Global Kriya Nusantara during the COVID-19 pandemic. This study uses descriptive and verification methods with a quantitative approach. The population used in this study were all employees of the Finishing Gold Leaf PT. Global Kriya Nusantara totaling 30 respondents using non-probability sampling technique, the sample is saturated. Based on the results of the study, it was found that the respondents' responses regarding the provision of rewards were included in the good category, the provision of punishment was included in the good category, work motivation was included in the good category and work productivity was in the good category. Based on the results of the determination test, the result revealed that Reward had an effect of 55.4% on Work Productivity, meanwhile Punishment had an effect of 0.7% on Work Productivity. Furthermore Work Motivation had an effect of 59.7%, and last but not least Reward, Punishment and Work Motivation had an effect of 69.4% on Work productivity. The results of the study partially rewarded because $t_{count} 3,411 > t_{table} 2,056$ on Work Productivity, and Punishment had no effect because $t_{count} 0.619 < t_{table} 2,056$ on Work Productivity, hence Work Motivation had an effect because $t_{count} 4,027 > t_{table} 2,056$ on Work Productivity. Based on the F test that Reward, Punishment and Work Motivation have a simultaneous effect because $F_{count} 22,930 > F_{table} 2,975$ on Work Productivity.

Keywords: Reward, Punishment, Work Motivation, Work Productivity.