Judul : Pengaruh Pemberian *Reward Galloping Horse Award* dan Penerapan *Punishment Business Conduct Guidelines* (BCG) Terhadap Kinerja Karyawan. (Studi pada PT Huawei Tech Investment Area Jawa Tengah).

Nama : Dewi Anggraeni

NIM : 30401311090

ABSTRAKSI

Seiring berkembangnya dunia telekomunikasi di dunia ini memicu pula munculnya beragam perusahaan di bidang telekomunikasi. Salah satu contoh perusahaan telekomunikasi yang tengah berkembang dan cukup maju adalah PT Huawei Tech Investment atau disingkat menjadi HTI. Dalam mensejahterakan karyawannya, PT HTI memiliki *reward* berupa *galloping* dan *punishment* berupa BCG. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Pemberian *Reward Galloping horse award* dan Penerapan *Punishment Business Conduct Guidelines* (BCG) Terhadap Kinerja Karyawan. Data dikumpulkan melalui survei dengan cara mewawancarai responden yang dipandu dengan kuesioner. Sampel terdiri dari 100 responden karyawan vendor PT Huawei Tech Investment area Jawa Tengah. Teknik pengambilan sampel yang dipilih yaitu menggunakan *purposive sampling* serta menggunakan analisis regresi berganda dalam analisis data.

Kata kunci : *Reward, Punishment, Employee Performance,* Penghargaan Kerja, Kinerja Karyawan, Imbalan, Sanksi.

Title : The Influence of Reward Galloping horse award and Application of Punishment Business conduct guidelines (BCG) on Employee Performance. (Study at PT Huawei Tech Investment Area Jawa Tengah).

Name : Dewi Anggraeni

NIM : 30401311090

ABSTRACT

As the development of telecommunication world in this world also trigger the emergence of various companies in the field of telecommunications. One example of a developing and advanced telecommunication company is PT Huawei Tech Investment or abbreviated as HTI. In the welfare of employees, PT HTI has a Reward in the form of galloping and Punishment in the form of BCG. The purpose of this research is to know the effect of Reward Galloping horse award and Applying Punishment Business conduct guidelines (BCG) to Work Performance. Data were collected through a survei by interviewing respondents who were guided by questionnaires. The sample consists of 100 respondents of vendor employees of PT Huawei Tech Investment Central Java Region. The sampling technique chosen is using purposive sampling and using multiple regression analysis in data analysis.

Keywords: Reward, Punishment, Employee Performance, Work Award, Work performance.