

## ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh variabel *reward*, *punishment* secara parsial terhadap motivasi kerja karyawan serta pengaruh *reward*, *punishment*, motivasi kerja karyawan secara parsial terhadap kinerja karyawan. Penelitian ini menggunakan metode *explanatory research* dengan pendekatan kuantitatif dan sampel sebanyak 75 karyawan PT. Angkasa Pura 1 (persero) Semarang. Instrumen penelitian yang digunakan adalah kuesioner. Analisis data yang digunakan adalah analisis statistik deskriptif dan analisis path.

Hasil analisis deskriptif menggambarkan bahwa *reward*, *punishment*, motivasi kerja karyawan dan kinerja karyawan sudah baik. Berdasarkan hasil analisis penelitian secara parsial *reward*, berpengaruh signifikan terhadap motivasi kerja karyawan dengan nilai koefisien beta *reward* sebesar 0,239 dan sig. 0,021. Sedangkan secara parsial *punishment* berpengaruh tidak signifikan terhadap motivasi kerja karyawan dengan nilai koefisien beta *punishment* sebesar 0,454 dan sig. 0,000. Secara parsial *reward*, *punishment*, dan motivasi kerja karyawan berpengaruh signifikan terhadap kinerja karyawan, hal ini ditunjukkan melalui koefisien beta *reward* sebesar 0,210 dan sig. 0,031. Koefisien beta *punishment* mendapatkan hasil sebesar 0,244 dan sig. 0,022, serta koefisien beta motivasi kerja karyawan sebesar 0,403 dan nilai sig. 0,000.

**Kata kunci:** *Reward, Punishment, Motivasi, Kinerja*

## **ABSTRACT**

*This research aims to examine the influence of reward and punishment partially on motivation, and explains the influence of reward, punishment, motivation partially to performance. This research is an explanatory research that use a quantitative approaching method and used 75 employees of Angkasa Pura 1 (persero) Semarang. The research instruments used a questionnaire. The data analysis used statistic descriptive analysis and path analysis.*

*The result of descriptive analysis shows that reward, punishment, motivation and performance are well perceived by the employees. The analysis reveals that partially reward gives significant effect to the motivation with beta coefficient of reward is 0,239, and the value of signification is 0,021. Partially punishment gives no significant effect to the motivation with beta coefficient of punishment is 0,454 and the value of signification is 0,000. Partially reward, punishment and motivation have effect significantly on the performance. It can be seen from the value of beta coefficient of reward is 0,210 and the value of signification is 0.031, and then the beta coefficient of punishment is 0,244 and the value of signification is 0,022. Beta coefficient of the work motivation is 0,403 and the value of signification is 0.000.*

***Keyword: Reward, Punishment, Motivation, Performance***