

ABSTRAK

Penelitian ini bertujuan untuk menguji secara kuantitatif pengaruh *reward* , *punishment* dan loyalitas terhadap kinerja karyawan..Penelitian ini menggunakan variabel independen yaitu *reward* , *punishment* dan *loyalitas* .Variabel dependennya adalah kinerja karyawan. Sampel penelitian ini adalah para karyawan PT. Matahari Departemen Store Bangkalan.

Sampel dilakukan dengan metode *Proporsional Stratified Random Sampling*. Pengumpulan data dilakukan dengan kuesioner disebarakan langsung sebanyak 59 kuesioner. Metode statistik menggunakan Analisis Regresi Linear Berganda, dengan pengujian hipotesis uji statistik t.

Hasil penelitian ini menunjukkan bahwa variabel *reward,punishment* dan loyalitas berpengaruh positif dan signifikan terhadap variabel kinerja karyawan. Artinya semakin tinggi nilai variabel *reward, punishment*, dan loyalitas kerja akan semakin meningkatkan kinerja karyawan. Dan *Reward* berpengaruh dominan dengan memiliki nilai koefisien beta paling besar

Kata Kunci : *reward, punishment*, loyalitas, kinerja

ABSTRACT

This research was aimed to examine quantitative the effect of variable reward,punishment and loyalty. The reasearch used an independent variable of reward,punishment and loyalty. The dependent variable is employee performance. The sample of this research are employee who worked on Matahari Department Store Bangkalan.

The sample was conducted by Proporsional Stratified Random Sampling method. Collecting data was conducted by a questionnai re distributed directly to as much 59 questionnaires. The statistical method used was multiplied analysis linear regression, with hypotheses testing of statistic t-tests.

The result of this research showed that partially reward,punishment and loyalty , significantly positive affect employee performance.This means that the higher the value of the variable reward,punishment and loyalty , will further improve employee performance. And Reward has a dominant effect by having the largest beta coefficient value.

Keyword : reward , punishment, loyalty , employee performance.