ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh disiplin kerja, pemberian *reward* dan *punishment* terhadap kinerja karyawan. Dalam mencapai tujuan tersebut, peneliti menggunakan penelitian eksplanatori dengan pendekatan kuantitatif. Teknik sampling yang digunakan adalah sampel jenuh, peneliti mendapatkan sampel sebanyak 80 responden yang merupakan karyawan di PT. Bigdonte Kreative Media di Jakarta. Pengumpulan data dilakukan menggunakan kuesioner yang kemudian diolah menggunakan alat analisis *Patrial Least Squer* (PLS), kemudian data diolah menggunakan teknik statistik analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa disiplin kerja berpengaruh positif dan signifikan terhadap kinerja karyawan, *reward* kerja berpengaruh positif dan signifikan tehadap kinerja karyawan dan *punishment* kerja berpengaruh positif dan signifikan terhadap kinerja karyawan.

Kata Kunci: Disiplin Kerja, *Reward* kerja, *Punishment* Kerja, Kinerja Karyawan.

ABSTRACT

This research aims to determine the influence of work discipline, giving rewards and punishment on employee performance. In achieving this goal, researchers used explanatory research with a quantitative approach. The sampling technique used was a saturated sample, the researcher obtained a sample of 80 respondents who were employees at PT. Bigdonte Kreative Media in Jakarta. Data collection was carried out using a questionnaire which was then processed using the Patrial Least Squer (PLS) analysis tool, then the data was processed using the statistical technique of multiple linear regression analysis. The research results show that work discipline has a positive and significant effect on employee performance, work rewards have a positive and significant effect on employee performance and work punishment has a positive and significant effect on employee performance.

Keywords: Work Discipline, Work Reward, Work Punishment, Employee Performance.