ABSTRACT

High and low employee performance can be influenced by Reward and Punishment. The Department of Industry and Trade, Tabanan Regency, Bali has implemented rewards and punishments. Giving rewards tends to increase in the period 2020 - 2022, likewise giving punishment also tends to increase in the period 2020 - 2022. The aim of this research is to determine and analyze the influence of Reward and Punishment.

This research uses quantitative methods with descriptive research type. This research was conducted at the Department of Industry and Trade Tabanan Regency Bali. In this study, the sample used in this research was all employees at the Department of Industry and Trade Tabanan Regency Bali, totaling 41 people using a saturated sampling method, using the entire population as a sample. Then for analysis techniques using multiple linear regression analysis and data processing using SPSS version 26 software.

Based on the results of descriptive analysis in this research, it shows that the Reward variable obtained a percentage of 79% in the good category. Then, the Punishment variable obtained a percentage of 84% and was categorized as very good. In the Employee Performance variable, the percentage gain was 81% in the good category. Reward and Punishment have a significant effect simultaneously and partially in a positive direction on employee performance at the Department of Industry and Trade Tabanan Regency Bali. The results of this research can be concluded that based on the F test with a value of Fcount > Ftable (32.976 > 3.24) and a significance level of $0.000 < 0.05$, indicating that Reward and Punishment simultaneously and significantly influence employee performance.

Keywords: Reward, Punishment, Employee Performance.