

## **ABSTRACT**

*Startup is a new established business that have a very high uncertainty condition, whether the startup will succeed or fail. This uncertainly is faced by the founders of startup itself. Form the other side the startup company does not have tied working hours as well as how they dress, it gives its own comfort fot its employees. Entra Indonesia company is one of the startup companies engaged in ethnic travel. Entra Indonesia applies reward and punishment as one way to improve the work performance of the employees.*

*This research is included in descriptive and causal research. Population in this research is Entra Indonesia employee which amounted to 38. Samples used are saturated samples, where all population become sample. The analysis in this research use descriptive analysis and multiple regression analysis.*

*From the result of the research that has been done, the employee feedback regarding the application of reward and punishment to the work performance is a good category to all. Based on multiple regression analysis, the effect of reward partially on the work performance is 0,491 and the effect of punishment partially on the work performance is 0,622. The effect of reward and punishment simultaneously to the work performance is 81,5% and the remaining 18,5% influenced by other factors that not examined in this research.*

***Keywords: Reward, Punishment, Work Performance***