

## **ABSTRACT**

*The level of employee performance can be influenced by rewards and punishments. PT. AXA Mandiri Financial Advisor Jakarta Area Gambir Branch has imposed rewards and punishments. Giving rewards tends to increase on 2016-2018, as well as giving punishment also tends to increase in the 2016-2018 timeframe. The purpose of this study was to determine and analyze the effect of Reward and Punishment on Employee Performance at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch*

*This research uses quantitative methods with descriptive and causal research types. This research was conducted at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch. In this study the sample used in this study were all employees at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch with a total of 30 people using the saturated sampling method, using the entire population as a sample. Then for the analysis technique using multiple linear regression analysis and data processing using SPSS version 23 software.*

*Based on the results of hypothesis testing, it significantly shows that the application of rewards at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch is in the very high category. while the implementation of punishment at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch is in the high category. Employee performance at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch is in the high category. Reward and Punishment have a significant effect simultaneously or partially with a positive direction on employee performance at PT. AXA Mandiri Financial Advisor Area Jakarta Gambir Branch.*

**Keywords : Reward, Punishment, Employee Performance**