

ABSTRACT

The background of this study is based on the problem of the percentage of employee absence every month which is quite high, and the provision of rewards to employees is still not evenly distributed. This study aims to determine and analyze how rewards and work motivation and how rewards affect employee work motivation at CV. Yasindo Multi Pratama.

An in-depth literature review was conducted by referring to the theory of human resource management, rewards and work motivation. Previous studies have shown that rewards have a significant influence on work motivation. This study also develops a conceptual framework based on these theories to explain the relationship between independent and dependent variables.

The research method used is a quantitative approach with a descriptive design. The population in this study were employees of CV. Yasindo Multi Pratama totaling 102 people, while the research sample was the entire population used as a sample or saturated sample with a total of 102 respondents. Data analysis was carried out using simple linear regression analysis and hypothesis testing with the t-test, with the help of SPSS software version 26.

The results of the study showed that rewards had been implemented in accordance with employee expectations. Employee work motivation was categorized as strong, and rewards had a positive and significant effect on employee work motivation at CV. Yasindo Multi Pratama. The more appropriate the reward given by the company, the stronger the employee's work motivation.

In conclusion, companies need to pay attention to other factors besides developing rewards as a strategy to increase employee work motivation at CV. Yasindo Multi Pratama. This study provides practical and theoretical contributions in understanding the factors that can increase employee work motivation. Recommendations for further research are to expand the scope of respondents and explore other factors such as work discipline, leadership style and others.

Keywords: Reward, Work Motivation