

## **ABSTRAK**

**Ristania Ussu, 2022.** Pengaruh motivasi kerja, *reward* dan *punishment* terhadap kinerja pegawai pada Dinas Perindustrian dan Perdagangan Kota Ternate. Pembimbing I : Rahmat Sabuhari dan Pembimbing II : Zulkifli

Penelitian ini bertujuan untuk menguji pengaruh: (1) Pengaruh pemberian motivasi kerja terhadap pegawai karyawan; (2) pengaruh pemberian *reward* terhadap kinerja pegawai; (3) pengaruh *punishment* terhadap kinerja pegawai; (4) pengaruh motivasi kerja, *reward* dan *punishment* terhadap kinerja Pegawai Pada Dinas Perindustrian dan Perdagangan Kota Ternate.

Penelitian ini termasuk penelitian dengan pendekatan kuantitatif. Populasi dari penelitian ini adalah karyawan pada Dinas Perindustrian dan Perdagangan Kota Ternate. Data dikumpulkan dengan menggunakan kuesioner online yaitu google form. Teknik analisis data menggunakan bantuan Software Smart SPSS versi 26

Hasil penelitian menunjukkan bahwa: (1) motivasi kerja berpengaruh positif dan signifikan secara langsung terhadap kinerja pegawai (2) *reward* dan *punishment* berpengaruh positif dan signifikan secara langsung terhadap kinerja pegawai.

**Kata Kunci: Pemberian Motivasi Kerja, Reward, Punishment dan Kinerja Karyawan**

## **ABSTRACT**

**Ristania Ussu, 2022.** *The effect of work motivation, reward and punishment on employee performance at the Department of Industry and Trade of Ternate City. Advisor I : Rahmat Sabuhari and Pembimbing II : Zulkifli*

*This study aims to examine the effect of: (1) The effect of providing work motivation on employees; (2) the effect of giving rewards on employee performance; (3) the effect of punishment on employee performance; (4) the effect of work motivation, reward and punishment on employee performance at the Department of Industry and Trade of Ternate City.*

*This research includes research with a quantitative approach. The population of this study are employees at the Department of Industry and Trade of the City of Ternate. Data was collected using an online questionnaire, namely google form. The data analysis technique used the help of SmartPLS v3.0 and SPSS v21 software.*

*The results of the study show that: (1) work motivation has a direct positive and significant effect on employee performance (2) rewards and punishments have a direct positive and significant effect on employee performance.*

**Keywords: Giving Work Motivation, Reward, Punishment and Employee Performance**