

Analysis of Reward and Punishment on Employee Performance

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Abstract

This study aims to determine how reward and punishment can affect employee performance at Pt. Cakradigdaya Lokaraya. This research with 6 sources in the marketing division is research written with a qualitative descriptive method that takes data with observation, interview and observation techniques at Pt. Cakradigdaya Lokaraya. The results of this study indicate that Pt Cakradigdaya Lokaraya provides rewards in the form of intensitive every month to employees who meet project sales targets, year-end vacations for 2 employees and also promotions, while the punishment given to employees is in the form of late fines, reprimands, sanctions and also the release of positions. While the effect of giving rewards to employees is to motivate employees, provide a sign for an employee if the performance is superior and also universal in nature so that employees do not feel neglected by the Company. While punishment affects employees by providing a deterrent effect on employees, improving employee discipline, improving performance results, evaluating employee performance.

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1. INTRODUCTION

Human resources are people who work and function as assets of an organization or company that can be counted and human resources are the potential that drives the organization (Gaol, 2014). Human resource management is a field of management that specifically studies the relationship and role of humans in organizations. This is because human resource management manages the workforce in the organization, so that organizational goals and sales job satisfaction are realized.

Giving rewards is one of the main things that must be considered by the company. The spirit of sales can also be caused by the size of the reward received. With the right reward and a good way of working so that in the future, the organization's work process can run according to organizational goals. Meanwhile, according to Simamora (2004: 514) suggests that Reward is: "Incentives that link pay on the basis of being able to increase the productivity of sales people in order to achieve competitive advantage". Likewise, according to Mahmudi (2005: 89), suggests that Reward can be defined: "As a reward in the form of money given to those who can work beyond predetermined standards."

Another factor that is also able to influence employee work discipline is punishment. Punishment or a sanction and punishment in a work organization is a threat whose purpose is to correct violations, maintain applicable regulations and provide lessons for customers (mangkunegara, 2013).

Reward and punishment can affect employee performance levels.

Reward is applied because there is an assumption that by rewarding employees for their work, employees will work more optimally. Punishment is applied with the aim of

maintaining applicable regulation so that all tasks and responsibilities can be completed properly. So, Reward and Punishment are a form of reaction from the leadership to maintain and improve employee performance, as well as encourage employees to be better, more qualified and responsible for the tasks assigned. Mahmudi (2005) in Purnama (2015). The success of a company is largely determined by the strategic and managerial characteristics of the company. These strategies include the strategy of implementing a reward and punishment system in the company. The structure in reward and punishment can be a benchmark in determining success or failure in a company.

According to information obtained by researchers from one of the employees at Pt. Cakradigdaya Lokaraya that the performance of employees of Pt. Cakradigdaya Lokaraya is still not optimal, it can be seen that there are still employees who come late during briefing, there are still employees who suddenly leave the office without the permission of their superiors, besides that there are still some employees who are still not optimal in providing services to prospective buyers and are less dexterous in completing their duties.

Based on this, the author formulates the problem as follows:

1. How does Pt. Cakradigdaya Lokaraya in giving rewards and punishments to employees?
2. How does reward affect performance on employees of Pt. Cakradigdaya Lokaraya?
3. How does punishment affect employee performance Pt. Cakradigdaya Lokaraya?

2. METHOD

The design used in this research uses qualitative. The type of research used is qualitative research. This research uses a descriptive method, in which this method describes variable by variable one by one. This method also describes systematically the facts or characteristics of certain populations and certain fields carefully. This type of research has the aim of describing a situation in accordance with existing facts.

Research conducted at Pt. Cakradigdaya Lokaraya which is located at Jl. Prof. DR. Satrio No. Kav.3, Kuningan, Karet Kuningan, Setiabudi District, South Jakarta City, Special Capital Region of Jakarta 12940. This study uses data collection techniques by means of observation, interviews, and documentation.

3. DISCUSSION

PT Cakradigdaya Lokaraya in providing rewards and punishments to

According to the language the word reward means reward, gift, wage. While in the complete dictionary of psychology reward is any stimulus, situation or verbal statement that can produce satisfaction or increase the possibility of an action. Reward is a reward, gift, appreciation or reward that aims to make someone become even more active in their efforts to improve or improve the performance that has been achieved.

At Cakradigdaya Lokaraya itself has several rewards that are given to marketing division employees as conveyed by several sources.

Based on the results of the interview above, it can be concluded that the rewards provided by Cakradigdaya Lokaraya itself are among others:

Bonus Allowances outside of salary every

Intensives that are given in the form of bonuses are given to employees who do exceed sales targets or achieve sales targets each month. First, based on the number of sales made in the month, secondly in the event of time savings, meaning that if a

large project employee completes a task with satisfactory results in less time than it should take, the employee concerned receives a bonus on the grounds that by saving time, more workers can be completed.

Year-end vacation bonus given to the top 2 employees every

A vacation with family is certainly an interesting thing for employees, especially if their vacation is covered by the Company. Some marketing division employees who have families desperately pursue their sales targets every month to get this reward with the aim of making their families happy at the end of the year.

Year-end vacation bonuses are given to the 2 best employees. Where these employees will be responsible for hotel costs, accommodation and also be given pocket money in accordance with applicable policies.

This has been implemented at PT Cadradigdaya Lokaraya itself since 2016. In 2022 2 employees get a vacation reward to Aistralia along with their families with pocket money worth 5 million rupiah, in 2023 2 employees and their families get a vacation reward to Baki and pocket money worth 8 million rupiah, while in 2024 2 employees get a vacation to kore with pocket money worth 8 million rupiah.

Promotion

It is commonly known that what is meant by promotion is when an employee is transferred from one job to another job with greater responsibility, a higher level in the hierarchy of positions and greater income. Every employee desires a promotion because it is seen as a reward for one's success in showing high work performance in fulfilling his obligations in the job and position, he currently holds, as well as recognition of the ability and potential concerned to occupy a higher position in the organization. Promotion can occur not only for those who occupy managerial positions, but also for those whose work is technical and non- managerial. Whoever the promotion is applied to, what is important is that the considerations used are based on a set of objective criteria, not on the tastes of people who have the authority to promote others.

Based on the results of the interview above Pt Cakradigdaya Lokaraya applies punishments to marketing division employees, among others:

Repriman

A supervisor or boss inevitably has a duty to reprimand his subordinates if they are negligent. This is done so that mistakes are not repeated so that activities in the office are not disrupted and discipline can be enforced. However, when reprimanding, there are several things that need to be considered so that the purpose of the reprimand is easily achieved. Because, if not, the reprimand will actually worsen the atmosphere and cause unwanted things.

Letter

The basis for giving warning letters is in Article 161 of Law Number 13 of 2003 concerning Manpower which reads: a) In the event that a worker/labor violates the provisions stipulated in a work agreement, company regulation or collective labor agreement, the employer may terminate the employment relationship, after the worker/labor concerned has been given the first, second and third warning letters consecutively. b) The warning letters as referred to in paragraph (1) shall each be valid for a maximum of 6 (six) months, unless otherwise stipulated in the work agreement, company regulation or collective labor agreement. c) Workers/laborers whose employment is terminated for the reasons referred to in paragraph (1) shall receive severance pay amounting to 1 (one) time the provisions of Article 156 paragraph (2), long service pays amounting to 1 (one) time the provisions of Article 156 paragraph (3) and compensation pay in accordance with the provisions of Article 156 paragraph (4)."

A warning letter is a warning letter issued by an office or agency to its employees who violate established official regulations. For example; an employee who is often absent from work without sending a notification letter to the leadership. He often does this repeatedly. For this employee, the leader should give a warning letter. At Pt Cakradigdaya Lokaraya, warning letters are sent in stages, namely:

- a) The first warning is to remind the employee of his/her attitude and behavior that is often absent from work without any reason and notice.
- b) The second warning letter is even harsher in content with the threat of not being promoted, not having achievements and maybe the employee will be suspended.
- c) The third warning letter is even harsher, the employee is likely to be dishonorably discharged.

Sanctions

In labor relations practice, there are 2 kinds of sanctions imposed by employers and imposed on employees in the company, namely fines and compensation. Both may not be imposed simultaneously for the same case. In addition, there is also dismissal or relinquishment of position if the employee shows continuous poor performance results for 1 semester or 6 months.

Reward in influencing performance on employees of Pt. Cakradigdaya

Based on the results of the interviews above, it is known that there are three important functions of the award that play a major role in the formation of the expected behavior at Pt Cakradigdaya Lokaraya itself is as follows.

Strengthen motivation to push yourself to achieve

With the rewards provided in the form of allowances, promotions and also year-end vacations, it is certainly a motivation for a marketing person to increase sales and targets and also the quality of their performance. The better the performance they give to the company, the greater the intensive and other awards they get from the company.

Providing a sign for someone who has more ability, the Reward provided by this Company will show how an employee is able to have better abilities than other employees. So, in this case, giving reward is the same as recognizing the superiority of employees with other employees and being a special satisfaction for employees who show maximum performance.

Universal

The point here is that it is comprehensive and fair. Where reward is given to employees who do show good work performance. So that employees do not feel differentiated from other things but from the results of the performance they show and also the rewards given to them.

Punishment in influencing employee performance Pt. Cakradigdaya

Based on the results of the interview above, the influence of Punishment on employee performance at Pt Cakradigdaya Lokaraya is among others:

1. Provides a deterrent effect on

This deterrent effect will affect employee performance where employees who have been punished will be deterred and choose not to make mistakes again.

2. Improving Discipline

Employees who are not disciplined and are punished will certainly try to be more disciplined in carrying out their work obligations,

3. Improve employee performance results

If discipline increases, and employees have been deterred in carrying out mistakes in their performance, of course the quality of their performance will also increase.

4. Evaluate performance

The punishment given will also evaluate the performance of employees.

Cove

After conducting the research above, the researcher draws several conclusions, among others:

1. The reward program provided by PT Cadradigdaya Lokaraya is
 - a. Monthly intensive based on the number of sales or projects.
 - b. A vacation program at the end of each year for 2 outstanding employees, where all accommodations are borne by the Company as well as allowances.
 - c. Promotion if the employee shows good performance
2. Punishments given by Cadradigdaya Lokaraya to its employees are among others:
 - a. Repriman
 - b. Warning letters given in 3 states to employees who violate the
 - c. Release of position if the employee is negligent in responsibility, shows poor performance for 1 semester and also causes losses to the Company.
3. The effect of Reward in influencing employee performance at Cadradigdaya Lokaraya is :
 - a. Motivating
 - b. Cue an employee if performance is
 - c. Its nature is universal so that employees do not feel neglected by the Company
4. The influence of punishment in affecting employee performance at Cadradigdaya Lokaraya is :
 - a. Provides a deterrent effect on
 - b. Improving Discipline
 - c. Improve performance results
 - d. Evaluate performance

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