

ABSTRAK

RIKA HAKIM. 2026. Pengaruh *reward* dan *punishment* terhadap kinerja karyawan pada perumda air minum (PDAM) Kota Makassar. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh: Ahmad Ac dan Muhammad Yusuf.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *reward* dan *punishment* terhadap kinerja karyawan pada perumda air minum (PDAM) Kota Makassar. Penelitian ini menggunakan pendekatan kuantitatif, sampel terdiri dari 76 responden yang dipilih menggunakan rumus slovin, data penelitian ini dikumpulkan melalui penyebaran kuesioner kepada responden yang memenuhi kriteria penelitian. Metode analisis data yang digunakan melalui uji validitas, uji reliabilitas, uji asumsi klasik, regresi linear berganda, serta pengujian hipotesis menggunakan SPSS Versi 25.

Hasil penelitian menunjukkan bahwa secara parsial (melalui uji t). 1. Variabel *reward* berpengaruh positif dan signifikan terhadap kinerja karyawan pada perumda air minum (PDAM) kota makassar dengan nilai t- hitung (12,736) dengan nilai signifikan $0,000 < 0,05$. 2. Variabel *punishment* berpengaruh positif dan signifikan terhadap kinerja karyawan perumda air minum (PDAM) Kota makassar dengan nilai t- hitung (2,739) dengan nilai signifikan $0,008 < 0,05$. Hasil R square (R^2) sebesar 0,704 menunjukkan bahwa sebesar 70,4% variasi pada kinerja karyawan dapat dijelaskan oleh variabel *reward* secara simultan. Sementara itu, sisanya sebesar 29,6% dipengaruhi oleh faktor lain diluar model penelitian ini.

Kata kunci: *Reward*, *Punishment*, Kinerja karyawan, PDAM

ABSTRACT

RIKA HAKIM. 2026 *The Effect of Rewards and Punishments on Employee Performance at the Regional Drinking Water Company (PDAM) of Makassar City. Undergraduate Thesis. Department of Management, Faculty of Economics and Business, University of Muhammadiyah. Supervised by: Ahmad Ac dan Muhammad Yusuf.*

This study aims to determine and analyze the influence of reward and punishment on employee performance at the Regional Water Supply Company (PDAM) of Makassar City. This research uses a quantitative approach. The sample consisted of 76 respondents selected using the Slovin formula. Research data were collected through the distribution of questionnaires to respondents who met the research criteria. The data analysis methods included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing using SPSS Version 25.

The results of the study show that partially (through the t-test): 1.) The reward variable has a positive and significant effect on employee performance at the Regional Water Supply Company (PDAM) of Makassar City, with a t-value of 12.736 and a significance value of $0.000 < 0.05$, 2.) The punishment variable has a positive and significant effect on employee performance at the Regional Water Supply Company (PDAM) of Makassar City, with a t-value of 2.739 and a significance value of $0.008 < 0.05$. The R-square (R^2) result of 0.704 indicates that 70.4% of the variation in employee performance can be explained simultaneously by the reward variable. Meanwhile, the remaining 29.6% is influenced by other factors outside this research model.

Keywords: Reward, Punishment, Employee Performance, PDAM