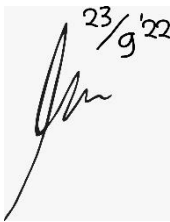# ANALISIS *REWARD* DAN *PUNISHMENT* PT GISTRAV INSPIRA INDONESIA YOGYAKARTA

Titania Ayu Pertiwi

Abstrak

Penelitian ini dilakukan untuk mengetahui *reward* dan *punishment* PT Gistrav Inspira Indonesia. Penelitian ini menggunakan data primer berupa persepsi karyawan mengenai *reward* dan *punishment* yang diperoleh dengan kuesioner yang disebarkan kepada karyawan PT Gistrav Inspira Indonesia serta data sekunder berupa profil dan struktur perusahaan. Terdapat enam indikator dalam penelitian ini yaitu: gaji dan bonus, kesejahteraan, pengembangan karir, hukuman ringan, hukuman sedang dan hukuman berat. Sampel yang digunakan dalam penelitian ini berjumlah 41 responden dengan menggunakan metode *sampling total*. Uji instrumen penelitian dilakukan menggunakan uji validitas, uji reliabilitas, dan analisis data dilakukan dengan *arithmetic mean* . Dari hasil analisis rata-rata hitung menunjukkan nilai rata-rata gaji dan bonus sebesar 2,50, kesejahteraan sebesar 3,66, pengembangan karir sebesar 3,47, hukuman ringan 3,22, hukuman sedang sebesar 3,25 dan hukuman berat sebesar 3,24. Hasil menunjukkan bahwa nilai keseluruhan rata-rata 3,22 yang berarti karyawan setuju dengan *reward* dan *punishment* PT Gistrav Inspira Indonesia.

Kata Kunci: *Reward, Punishment, PT Gistrav Inspira Indonesia.*

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ANALYSIS OF REWARD AND PUNISHMENT AT PT GISTRAV INSPIRA INDONESIA YOGYAKARTA

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Abstract

This research was conducted to determine the application of reward and punishments of PT Gistrav Inspira Indonesia. This study used primary data in the form of employee perceptions regarding the application of reward and punishments obtained by questionnaires distributed to employees of PT Gistrav Inspira Indonesia as well as secondary data in the form of company profiles and structures. There are six indicators in this study, namely: salary and bonuses, welfare, career development, light punishment, moderate punishment and severe punishment. The sample used in this study was 41 respondents using the total sampling method. The test of the research instrument was carried out using validity tests, reliability tests, and data analysis was carried out with arithmetic mean. From the results of the analysis, the average calculation shows the average value of salary and bonuses of 2.50, welfare of 3.66, career development of 3.47, light punishment of 3.22, moderate punishment of 3.25 and severe punishment of 3.24. The results showed that the average overall score was 3.22 which means that employees agree with the rewards and punishments of PT Gistrav Inspira Indonesia.

Keywords: *Reward, Punishment, PT Gistrav Inspira Indonesia*