ABSTRAK

Perkembangan perekonomian yang semakin pesat, mengharuskan setiap perusahaan untuk meningkatkan daya saing agar dapat bertahan dan mencapai tujuan perusahaan. Dalam pencapaian ini dibutuhkan kontribusi Sumber Daya Manusia (SDM) untuk menjalankan fungsi-fungsi manajemen perusahaan. Kontribusi yang dibutuhkan perusahaan dari karyawannya tentu tidak hanya berupa kontribusi tenaga tetapi juga memberikan motivasi kerja kepada karyawan untuk meningkatkan kinerja pegawai.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *reward* dan *punishment* terhadap kinerja pegawai melalui motivasi kerja sebagai variabel intervening pada Dinas Pendidikan Dan Kebudayaan Kab.Tanah Datar.metode analisis yang digunakan adalah *structural equation modelling*(SEM*) dengan partial least square*(PLS)3.0.Dengan menyebarkan kuesioner sebanyak 115 responden,dan yang kembali sebanyak 100 kuesioner.

Hasil analisis data menyimpulkan, terdapat pengaruh positif dan signifikan antara *reward* terhadap motivasi kerja, terdapat pengaruh positif yang tidak signifikan antara variabel *punishment* terhadap motivasi kerja,terdapat pengaruh positif dan signifikan antara variabel *reward* terhadap kinerja pegawai, dan terdapat pengaruh positif yang signifikan antara *punishment* terhadap kinerja pegawai dan juga terdapat pengaruh positif dan signifikan antara motivasi kerja dengan kinerja pegawai,terdapat pengaru positif yang tidak signifikan antara *reward* terhadap kinerja pegawai dengan motivasi kerja sebagai variabel intervening dan motivasi kerja tidak memediasi *reward* terhadap kinerja pegawai dan terdapat pengaruh positif yang tidak signifikan antara *punishment* terhadap kinerja pegawai dan motivasi kerja sebagai variabel intervening dan motivasi kerja tidak memediasi *punishment* terhadap kinerja pegawai

Kata Kunci: *Reward, Punishment*, Kinerja Pegawai, Motivasi Kerja.

ABSTRACT

The rapid development of the economy requires every company to increase its competitiveness in order to survive and achieve company goals. This achievement requires the contribution of Human Resources (HR) to carry out the company's management functions. The contribution required by the company from its employees is of course not only in the form of labor contributions but also in providing work motivation to employees to improve employee performance.

This study aims to determine how much influence reward and punishment has on employee performance through work motivation as an intervening variable at the Education and Culture Office of Tanah Datar District. The analytical method used is structural equation modeling (SEM) with partial least squares (PLS) 3.0. By distributing questionnaires as many as 115 respondents, and who returned as many as 100 questionnaires.

The results of the data analysis concluded that there was a positive and significant influence between rewards on work motivation, there was a not significant positive effect between punishment variables on work motivation, there was a positive and significant effect between reward variables on employee performance, and there was a significant positive effect between punishment on employee performance and there is also a positive and significant effect between work motivation and employee performance, there is a positive but not significant effect between rewards on employee performance and work motivation as an intervening variable and work motivation does not mediate rewards on employee performance and there is a positive effect that is not significant between punishment on employee performance and work motivation as intervening variables and work motivation does not mediate punishment on employee performance.

Keywords: Reward, Punishment, Employee Performance, Work Motivation.