

ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya pengelolaan sumber daya manusia dalam mendukung kinerja operasional perusahaan jasa logistik, khususnya di JNE Simpang Niru. Permasalahan utama yang diangkat adalah masih tingginya tingkat aduan pelanggan akibat kesalahan input dan keterlambatan pengiriman, meskipun sistem insentif dan *punishment* telah diterapkan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh insentif dan *punishment* terhadap kinerja karyawan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei melalui penyebaran kuesioner kepada seluruh populasi karyawan JNE Simpang Niru yang berjumlah 52 orang dan pengambilan sample menggunakan teknik sampel jenuh dimana seluruh anggota populasi dijadikan sample penelitian. Teknik analisis data dilakukan melalui uji validitas, reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda, uji hipotesis (uji t, uji f, serta uji koefisien determinasi) dengan bantuan aplikasi SPSS 27. Hasil penelitian menunjukkan bahwa baik variabel insentif maupun *punishment* berpengaruh secara signifikan terhadap kinerja karyawan, baik secara parsial maupun simultan. Variabel insentif memiliki pengaruh positif, artinya semakin baik dan banyak insentif yang diberikan, maka semakin tinggi kinerja karyawan. Sementara itu, *punishment* juga berpengaruh dalam mendorong kedisiplinan dan tanggung jawab karyawan dalam bekerja.

Kata Kunci: Insentif, Punishment, Kinerja Karyawan

ABSTRACT

This research is motivated by the importance of human resource management in supporting the operational performance of logistics service companies, especially at JNE Simpang Niru. The main problem raised is the high level of customer complaints due to input errors and late delivery, even though the incentive and punishment system has been implemented. The purpose of this study is to determine the effect of incentives and punishments on employee performance. This study uses a quantitative method with a survey approach through distributing questionnaires to the entire population of JNE Simpang Niru employees totaling 52 people and sampling using saturated sample technique where all members of the population are used as research samples. Data analysis techniques are carried out through validity, reliability, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, hypothesis testing (t test, f test, and determination coefficient test) with the help of SPSS 27 application. The results showed that both incentive and punishment variables had a significant effect on employee performance, both partially and simultaneously. The incentive variable has a positive influence, meaning that the better and more incentives provided, the higher the employee performance. Meanwhile, punishment is also influential in encouraging employee discipline and responsibility at work.

Keywords: *Incentive, Punishment, Employee Performance*