

PENGARUH PUNISHMENT DAN REWARD TERHADAP MOTIVASI KERJA PADA DINAS PARIWISATA PROVINSI GORONTALO

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh punishment dan reward terhadap motivasi kerja pada dinas pariwisata provinsi gorontalo, baik secara parsial maupun simultan. Latar belakang penelitian ini didasarkan pada masi rendahnya motivasi kerja pegawai yang dipengaruhi oleh belum optimalnya penerapan sistem punishment dan reward dalam organisasi. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan survei. Teknik pengumpulan data dilakukan melalui penyebaran kuisioner kepada pegawai dinas pariwisata provinsi gorontalo. Data penelitian menunjukan bahwa punishment berpengaruh positif dan signifikan terhadap motivasi kerja. Reward juga berpengaruh positif dan signifikan terhadap motivasi kerja pegawai. Hal ini menunjukan bahwa penerapan punishment yang tegas dan adil serta pemberian reward yang tepat dapat meningkatkan semangat kerja, loyalitas, dan tanggung jawab pegawai dalam melaksanakan tugas. Demikian, dinas pariwisata provinsi gorontalo diharapkan agar motivasi kerja pegawai semakin meningkat dan tujuan organisasi dapat tercapai secara optimal

Kata Kunci : Punishment, Reward, Motivasi kerja Pegawai

Abstract

This study aims to determine the effects of punishment and reward on employee work motivation at the Gorontalo Provincial Tourism Office, both partially and simultaneously. It is driven by low employee work motivation, which is undermined by the suboptimal implementation of the organization's reward and punishment system. It employs a quantitative survey approach. Data collection uses questionnaires addressed to employees of the Tourism Office of Gorontalo Province. Data analysis applies multiple linear regression with a program that assists with validity tests, reliability tests, classical assumption tests, t-tests, and Ftests. The findings indicate that punishment has a positive and significant effect on employee work motivation. Reward also has a positive and significant effect on employee work motivation. Simultaneously, punishment and reward have a positive and significant effect on work motivation. It demonstrates that the firm and fair implementation of punishments and the provision of appropriate rewards can increase employee morale, loyalty, and responsibility in carrying out their duties. Therefore, the Gorontalo Provincial Tourism Office is expected to consistently improve the effectiveness of the implementation of punishments and rewards to increase employee motivation and optimally achieve organizational goals.

Keywords: punishment, reward, work motivation, employees