

ABSTRAK

“PENGARUH KOMITMEN ORGANISASIONAL, *REWARD*, DAN *PUNISHMENT* TERHADAP KINERJA KARYAWAN PERUM DAMRI BANDAR LAMPUNG”

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Penelitian ini bertujuan untuk menganalisis pengaruh komitmen organisasional, *reward*, dan *punishment* terhadap kinerja karyawan pada Perum DAMRI Bandar Lampung, salah satu unit BUMN di bidang transportasi darat. Masalah penelitian muncul karena adanya perbedaan kinerja karyawan yang diduga dipengaruhi oleh tingkat keterikatan terhadap organisasi, sistem *reward* yang diterapkan, dan mekanisme *punishment* yang ada. Metode penelitian menggunakan pendekatan kuantitatif dengan survei melalui kuesioner kepada 168 karyawan aktif, dan data dianalisis dengan regresi linier berganda menggunakan SPSS 24. Hasil penelitian mendukung sebagian hipotesis yang diajukan, dengan temuan bahwa komitmen organisasional berpengaruh positif dan signifikan terhadap kinerja karyawan, *reward* berpengaruh positif dan signifikan terhadap kinerja karyawan, sedangkan *punishment* tidak berpengaruh positif dan signifikan. Temuan ini menunjukkan bahwa peningkatan komitmen organisasional dan penerapan *reward* berbasis kinerja dapat mendorong kinerja karyawan, sementara mekanisme *punishment* perlu dievaluasi agar efektif. Penelitian ini memberikan dasar bagi manajemen untuk fokus pada penguatan komitmen organisasional dan pengembangan sistem *reward*, serta menjadi referensi bagi penelitian di unit BUMN lainnya.

Kata kunci: Komitmen organisasional, *reward*, *punishment*, kinerja.

ABSTRACT

“THE INFLUENCE OF ORGANIZATIONAL COMMITMENT, *REWARD*, AND *PUNISHMENT* ON THE PERFORMANCE OF EMPLOYEES AT PERUM DAMRI BANDAR LAMPUNG”

By

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This study aims to analyze the influence of organizational commitment, *reward*, and *punishment* on employee performance at Perum DAMRI Bandar Lampung, an operational unit of a State-Owned Enterprise (BUMN) in land transportation. The research problem arises from differences in employee performance, suspected to be influenced by organizational commitment, the *reward* system, and the *punishment* mechanism. A quantitative approach was used with a survey of 168 active employees, and data were analyzed using multiple linear regression with SPSS 24. The results of the study support part of the proposed hypotheses, showing that organizational commitment has a positive and significant effect on employee performance, rewards also have a positive and significant effect on employee performance, whereas punishment does not have a positive and significant effect. These findings suggest that enhancing organizational commitment and implementing performance-based *reward* can improve employee performance, whereas the *punishment* system needs evaluation for effectiveness. This study provides a basis for management to focus on strengthening organizational commitment and developing *reward* systems, and serves as a reference for research in other BUMN units.

Keywords: Organizational commitment, *reward*, *punishment*, performance