

THE EFFECT OF REWARD AND PUNISHMENT SYSTEM ON EMPLOYEE LOYALTY OF PERMATA BANK LAMPUNG BRANCH

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Abstract

In carrying out an activity the company needs to evaluate (evaluate) the implementation of the human resource (HR) program that has been developed in achieving the company's overall goals to ensure that the human resources (HR) function has been running well. running and growing well in developing the company. The purpose of this study was to determine the effect of reward on the loyalty of Permata bank branch Lampung To determine the effect of punishment on employee loyalty of the Lampung branch bank To determine the provision of rewards and punishments on employee loyalty of Permata bank branch insight into the systematic reward and punishment of employee loyalty; (2) for libraries to add collections and reference materials for other researchers in the field of work; (3) for companies that are able to provide good input for bank Permatas Lampung branch companies to improve performance and loyalty as well as the wider community regarding appropriate rewards and punishments. This study uses a quantitative descriptive method with data analysis techniques using validity tests, reliability tests, multiple linear regression analysis, t, f, and tests performed manually and using the SPSS application. The population in the study of the Lampung branch of Pernata Bank is as many as 143 based on statistical analysis obtained as follows: Hypothesis Testing Results show that Rewards and Punishments simultaneously affect employee loyalty at Permata Bank Lampung branch.

Keywords: Reward, Punishment, Employee Loyalty

INTRODUCTION

The success of a company is largely determined by the human resources in it. Without the support of reliable human resources, the company's activities will not be completed properly. Therefore, companies are required to be able to properly empower all components of their human resources to be able to increase the company's competitiveness. Human resources have an important role in every company activity, the importance of this role can not be separated from human resources which is reflected in the company's need to make human resource management strategies parallel to the importance of strategies in other fields.

The success of the company is largely determined by the human resources in it. Therefore, the company must be able to improve the performance of its human resources, employee performance must continue to be maintained and improved, one way is by implementing Reward and Punishment. Award is a form of appreciation for a certain achievement given, both by and from an individual or an institution which is usually given in the form of material or speech (Fourthing, 2012).

To support the development process, human resources are needed that can meet the requirements for ensuring the company's activities, so that quality human resources are an absolute must in improving the performance of PT. Bank Permata Tbk to be better. High competition in a banking business, companies are required to have quality human resources and have high loyalty in accordance with the needs of the company. The importance of employee loyalty is to be able to provide space to develop properly, to grow, to be creative, and to be rewarded fairly, to give employees the opportunity to develop abilities and responsibilities with the goals set by the company. In achieving the company's goals, quality human resources (employees) are needed, quality or employee performance must be maintained and improved, one way is by applying rewards and punishments. In the concept of management, reward is a tool to increase work motivation and employee loyalty. This method can make someone happy, happy and usually will make them do a good deed repeatedly. repeat Reward also aims for a person to be active in an effort to improve or improve the achievements to be achieved (Imaniyah, 2022).

LITERATURE REVIEW

Reward (X1)

According to Kadarisman (2012) Rewards are all forms of return, both financial and non-financial, received by employees because of services donated to the company.

Punishment (X2)

According to Irmayanti (2013), punishment is a way to direct a behavior to conform to generally accepted behavior

Employee Loyalty (X3)

According to Wicaksono (2013), loyalty is being loyal to something with a sense of love, so that with a high sense of loyalty someone feels no need to get rewarded for doing something for the company.

HYPOTHESIS DEVELOPMENT

The Effect of Reward System on Employee Loyalty

According to (Pio, 2018) stating that rewards have a positive and significant effect on employee loyalty, this low reward causes various problems within the company including low employee loyalty, and conversely the right reward can create work performance and job satisfaction so that it can lead to employee loyalty.

H1: Reward System has a positive and significant effect on Employee Loyalty at Bank Permata Lampung Branch

The Effect of Punishment on Employee Loyalty

According to (Dymastara, 2020) punishment has a positive influence on employee loyalty, this is based on the rules and regulations that are still not good, causing discomfort for employees in carrying out work activities. Then according to (Pio, 2018) stating that punishment partially has a significant effect on employee loyalty, meaning that the better the punishment in the company, the more loyal employees of PT Jatim Jaya Perkasa Kebun Banjar Balam Indragiri Hulu will be.

H2: Punishment has a positive and significant effect on Employee Loyalty at Bank Permata Lampung Branch

The Effect of Reward and Punishment System on Employee Loyalty

Reward and punishment have an influence on employee loyalty, it is expected that management can provide rewards to all employees who can work according to optimal time and results and provide punishment fairly for every employee who violates the company's operational standards that have been determined so as to motivate employees to continue to be loyal to the company and the achievement of company goals (Sandra, 2021).

RESEARCH METHODS

Population and Sample

Sugiyono, (2018) population is a generalization area consisting of subjects or objects that have certain qualities that research is applied to study and then conclusions are drawn. In this study, the population will be all employees at Bank Permata Branch Lampung, totaling 500 people. (<https://www.permatabank.com/karir/>) sample

The sample is part of the population that is considered capable of representing the entire population. The size of the sample is determined by the population in this study. The sample is part of the number and characteristics possessed by the population, what is learned from the sample, the conclusions can be applied to the population. For this reason, samples taken from the population must be truly representative (Sugiyono, 2013).

In this study using a non-probability sampling method which is a sampling is a sampling that provides unequal opportunities or opportunities for each element or member of the population to be selected as a sample and the technique used in sampling is purposive sampling. The criteria determined by the researchers were employees of the Permata Bank Lampung branch, in this study the sample was taken using the determination formula stated by Slovin with an error limit of 5%. Determination of the number of samples taken will use the Slovin formula (Sugiyono, 2014), as follows:

$$n = N / (1 + (N \times e^2))$$

n = Sample Size N = Population Size

e = Percent of inaccuracy that can still be tolerated by 1-15%, Based on the above formula, the size of the sample that must be taken in

this research are:

$$n = 500 / (1 + (500 \times 5\% \times 2))$$

$$n = 500 / (1 + (500 \times 0.005))^2$$

$$n = 142.8 \text{ (143 respondents)}$$

Independent Research Variables

The independent variable (free) is the stimulus variable, or a variable that affects other variables. This variable is the one that is measured, manipulated or chosen by the researcher to determine the relationship with a symptom to be studied. The independent variable in this study is the Reward and Punishment System.

Dependent Research Variable

Variables that give a reaction or response when associated with the independent variable. The dependent variable is the variable that is observed and measured to determine the effect caused by the independent variable. In this study the dependent variable or the dependent variable is Employee Loyalty

Multiple Linear Regression

Multiple linear regression is used for studies that have more of one independent variable. Multiple linear regression analysis is used to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2018).

In this study using more than one variable as

the indicator is the system of giving rewards and punishments that affect other variables, so in this study using the multiple linear regression analysis method using the SPSS 16 for windows program with the following mathematical model:

$$Y = a + 1.x_1 + 2.x_2 + \epsilon \text{ Description:}$$

= Employee Loyalty a = Constant

X1 = Reward System

X2 = Punishment

ϵ = Error Term

1, 2 = Regression Coefficient

Data Source

The data generated by the author is the final result of the processing during the research. The types of data used in the research process is primary data is data obtained directly from respondents, namely employees of Bank Permata Lampung Branch. These data are the results of answers to filling out questionnaires from selected respondents related to the Reward and Punishment System for Employee Loyalty.

RESULTS AND DISCUSSION

Validity Test

According to Lupiyoadi (2015) validity is a measuring tool used in measurements that can be used to see if there is no difference between the data obtained by the researcher and what actually happened to the object under study. A valid instrument has high validity. On the other hand, an instrument that is less valid means it has low validity and to measure the level of validity in this study, the correlation formula is used using the SPSS 16 for windows program. The following is a measurement of the validity of the test are as follows:

1. Hypothesis formula:

(H1) : The statement from the questionnaire is valid. (H0) : the statement from the questionnaire is invalid

2. Test criteria:

If $\text{sig} < 0.05$ then H1 hypothesis is accepted (valid instrument). If $\text{sig} > 0.05$ then the H0 hypothesis is rejected (the instrument does not

Reliability Test

Reliability is a fairly reliable indicator to be used as a data collection tool that points to the level of reliability (Lupiyoadi, 2015). The function of the reliability test is to find out the extent to which the consistency of the measuring instrument can provide the same results in measuring the same thing and subject. Reliable research results if there are similarities in data at different times, a reliable instrument can be said to be an instrument which if used several times to measure the same object will produce the same data, reliable means stable or can be interpreted as consistent, a tool that has been measured is said to be reliable if the results of the measuring instrument are consistent and reliable. The reliability test of the questionnaire in this study used the alpha cronbach method. The reliability test in this study used data processing carried out with the help of the SPSS 16 for windows program.

Hypothesis Testing Partial Test (t test)

Partial test or t test is to test how the influence of each independent variable or independent variable separately on the dependent variable. The test uses a significance level of 5% by comparing the t-count value with the t-table (Ghozali, 2016).

Effect of Reward System on Employee Loyalty

- H0 : Reward System has no effect on Employee Loyalty at Bank Permata Lampung Branch
- H1 : Reward System Affects Employee Loyalty at the Bank

Lampung Branch Gems. Test criteria:

Determine and compare the t-count value by comparing the t-table and looking at the probability value (sig) with the a-value (0.05) with the following comparison:

If the value of sig < 0.05 and t count > t table then H0 is rejected. If the value of sig > 0.05 and t count < t table, then H0 is accepted.

The influence of the punism system on employee loyalty

H0 : Punishment has no effect on Employee Loyalty at Bank Permata Lampung Branch

H1: Punishment affects employee loyalty at Bank Permata Lampung Branch

Test criteria:

Determine and compare the t-count value by comparing the t-table and looking at the probability value (sig) with the a-value (0.05) with the following comparison:

If the value of sig < 0.05 and t count > t table then H0 is rejected. If the value of sig > 0.05 and t count < t table, then H0 is accepted.

Simultaneous Test (F-Test)

Simultaneous test or F test is a joint test between independent variables or X variables by using the model test / ANOVA test, namely the test to see the effect of all the independent variables together on the dependent variable or dependent variable. The test uses a significance level of 5% by comparing the calculated F value with the F table (Ghozali, 2016).

Effect of Reward and Punishment System on Employee Loyalty

- H0 : The System of Giving Reward and Punishment together has no effect on Employee Loyalty at Bank Permata Lampung Branch
- H1: Reward and Punishment System together have an effect on Employee Loyalty at Bank Permata Lampung Branch.

Coefficient of Determination Test

Kuncoro (2013) states that the coefficient of determination (R2) essentially measures how far the independent variable model's ability to explain the dependent variable is

Description of the characteristics of respondents Gender of re

Age of Respondent

The following is the age of employees at Bank Permata Lampung Branch which is the research sample:

Table 1. Characteristics of Respondents by Age

Age	Amount	Percentage
< 21 years	18	12%
21 years – 30 years	73	52%
31 years – 40 years	32	22%
41 years – 50 years	16	11%
>50 years	4	3%
Total	143	100%

Source: Data Processed by Researchers, 2022

Table 4.2 explains that most of the employees at Bank Permata Lampung Branch are aged 21-30 years, as many as 73 employees or about 52%. After that, in the second order, there are 31-40 years old as many as 32 employees or about 22%. This shows that the productive age required at Bank Permata Lampung Branch is as high as 30 years and as low as 21 years.

CONCLUSION

The results of data analysis and hypothesis testing that have been carried out regarding the Effect of Reward and Punishment System on Employee Loyalty at Bank Permata Lampung Branch. Then the following conclusions can be drawn:

1. Based on the results of the hypothesis test conducted that there is a positive and significant influence on the Reward System variable (X1) on the Employee Loyalty variable (Y) this is based on the fact that if the reward increases, employee loyalty will increase. Reward on this variable has a more dominant influence than the other independent variables, namely Punishment.
2. Based on the results of hypothesis testing conducted that there is a positive and significant influence on the variable Punishment (X2) on the Employee Loyalty variable (Y) this is based on that if the Punishment increases then Employee Loyalty will increase.
3. Based on the results of hypothesis testing conducted that there is a significant influence on the variable Reward System (X1) and Punishment (X2) together on the Employee Loyalty variable (Y)

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