

**THE INFLUENCE OF COMMUNICATION, REWARDS AND
PUNISHMENT ON EMPLOYEE PERFORMANCE AT
PT. JAKARTA TECHNOLOGY MAIN
MEDAN BRANCH**

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ABSTRACT

The aim of this research is to test and analyze the influence of communication, rewards and punishment on employee performance at PT. Jakarta Utama Technology Medan Branch. The population in this study is the number of employees at PT. Jakarta Te Main Technology Medan Branch, be located on Jl. Sisingamangaraja KM 6.5 No.1, Simpang Marendal (Samping Indogrosir) Harjosari 1, Medan Amplas, North Sumatra, totaling 50 people and the sample used in this research was a saturated sample totaling 30 respondents from company similar to employees of PT. Puninar Anji NYK Logistics Indonesia. Method used in this research is a quantitative approach. The data analysis technique in this research is through interviews and questionnaires r, and literature study. The results of this research show that communication has a positive and significant effect on kine employee work, and rewards have a positive and significant effect on employee performance, and punishment also has a negative and significant effect on employee performance. The results of the F test state that the communication, reward and punishment variables have a positive and significant effect on the variables l employee performance. And the coefficient of determination R² is 52.3% and the remaining 47.7% is influenced by other variables not examined in this research.

Keywords: *Communication, Rewards, Punishmeint, Employee Performance*

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INTRODUCTION

In the era of globalization, human resources are an important factor in an organization or company because measuring the company's success in achieving its goals really depends on the capabilities and skills of existing human resources. To carry out good management, a company or organization must have employees who have experience, high skills and the effort to manage the company optimally.

We conducted this research at PT. Jakarta Utama Technology Medan Branch. The company operates in the service sector which produces workshops, car services and car salons. In this research we use communication, reward and punishment factors on the performance of PT employees. Jakarta Main Technology Branch Me and. Because these factors appear to be important issues for developing performance in a sustainable manner, the first factor is regarding the influence of communication. In this research, we took one of the communication variables which is thought to be the cause of decreased employee performance. Where the cause of this occurrence can be seen from poor communication between employees, causing errors in their work.

The second factor that is thought to be the variable causing the decline in company performance is the reward variable. In this company there is a problem in the salary system which is not in accordance with the workload carried out, which can be seen from the presence of employees who work beyond the person's salary capacity. For example, the warehouse department only has 1 employee who covers all the work in the warehouse. Furthermore, the third factor is thought to be a problem in the company, namely punishment. It can be seen from the company's lack of strictness in implementing punishment, which causes employees to be less aware of safeguarding the assets they own. In essence, the performance of the company's idea is controlled by PT employees. Jakarta Teknologi Utama Me Branch and which is able to complete its performance well. However, the performance of PT employees. Jakarta Teknologi Utama Me Branch and which is still not optimal in completing work quickly and on time given by the company requires ongoing evaluation again. Based on the results of the background problems that we have described above, we researchers are interested in carrying out the title "The Influence of Communication, Reward and Punishment on Employee Performance at PT.

Jakarta Teknologi Utama Medan Branch".

LITERATURE REVIEW

Understanding Communication

According to Agus M. Hardjana (2016:15) "Communication is an activity where someone conveys a message via certain media to another person and after receiving the message then provides a response to the sender of the message." According to Andrew E, Sikulla (2017:145) "Communication is the process of transferring understanding and understanding information from someone, a place or something to something, someone else's place." According to Dedy Mulyana (2015:11) "Communication is the process of sharing meaning through verbal and non-verbal behavior carried out by two or more people". According to Sutardji (2016:10-11) communication indicators include: Understanding, Enjoyment, Influence on attitudes , Improved relationships, Action.

Understanding Rewards

According to Echolas and Shadily (2018:69) "A reward is something we give to someone because he did something. This is something that is natural as appreciation, as an expression of our gratitude and attention." According to Mahmudi (2013:181) "a reward is an award given to those who can work beyond predetermined standards". According to Irfan Fahmi (2016:64) "reward or what we often call compensation for an employee for the work performance carried out, both financial and non-financial". According to Saputra (2017:4) reward indicators include the following: Wages, Promotions, Awards, Intensives, Allowances, Salaries.

Understanding Punishment

According to Daien Indrakusuma (2013: 175), "punishment is an action imposed on someone consciously and deliberately so that it has a deterrent effect". According to Mangkunegara (2018:977) "punishment is a threat of punishment which aims to create a disciplinary attitude so that employees who violate will improve and maintain applicable regulations." According to Irfan Fahmi (2016:60), "Punishment is a sanction received by an employee because of his or her inability to do or carry out work as instructed." According to Purwanto (2013: 138), punishment indicators include: Minimizing mistakes, heavier

punishment for the same mistake, explanation of punishment, immediate punishment when found guilty.

Understanding Employee Performance

According to Mangkunegara (2019:9) "employee performance is the result of a person's work in terms of quality and quantity that has been achieved in carrying out tasks according to the responsibilities given". According to Robbin (2016:20), "employee performance is a result achieved by employees in their work according to certain applicable criteria". According to Hasibuan (2014: 155), "employee performance is a work result achieved by someone in carrying out their duties based on business skills and opportunities". 1.9.2 Employee Performance Indicators. According to Robbins (2016:260) performance indicators to measure employee performance are as follows: Work quality, quantity, timeliness, effectiveness, independence. Our research takes the competency variable which is the cause of declining employee performance due to a lack of motivation and encouragement from sub-district leaders so that most employees are still less agile in carrying out tasks that were completed today and will be completed tomorrow. According to research(Januardin, and Hery, 2020)

Theory of the Influence of Communication on Employee Performance

According to Siswandi (2014: 242), "Communication is needed according to internal and environmental needs and is also in accordance with existing mechanisms because if communication is too excessive, it does not rule out the possibility that organizational performance will be disrupted."

Theory of the Influence of Rewards on Employee Performance

According to Sari (2018:86) said "Giving inappropriate rewards to employees, or lack of motivation from the leadership to their subordinates as well as lack of discipline of employees so that their performance shows such a decline, if the rewards are increased it will result in good performance so that their performance will improve. increase".

Theory of the Effect of Punishment on Employee Performance

According to Mangkunegara (2013: 130), "Punishment or legal threats aim to maintain applicable regulations and provide lessons to violators, which are given appropriately and wisely and can be a tool to stimulate employees to improve

performance."

conceptual framework

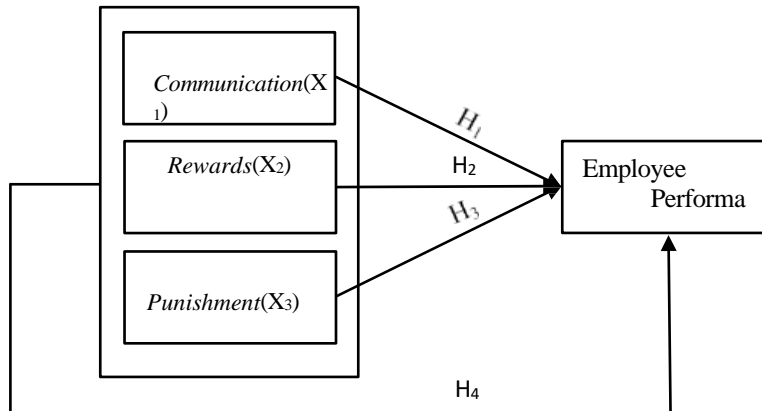


Figure 1. Conceptual Framework
Source: Processed data, 2024

Research Hypothesis

Muri Yusuf (2014:130) states "A hypothesis is a temporary conjecture, a temporary thesis which must be proven true through scientific investigation". Based on the background and formulation of the problem as well as the thought or conceptual framework, the hypothesis of this research is as follows:

- H1: Communication influences employee performance at PT. Jakarta Utama Technology Medan Branch.
- H2: Rewards influence employee performance at PT. Jakarta Utama Technology Medan Branch.
- H3: Punishment influences employee performance at PT. Jakarta Utama Technology Medan Branch.
- H4: Communication, Reward and Punishment influence employee performance at PT. Jakarta Utama Technology Medan Branch.

METHODS

This research was conducted at PT. Jakarta Teknologi Utama Medan Branch located on Jl. Sisingamangaraja KM 6.5 No. 1, Simpang Marendal (Next to Indogrosir) Harjosari I, Medan Amplas, Medan, North Sumatra. The research was carried out in early March 2023 until completion by following existing procedures. The research approach used is a quantitative approach. According to Sugiyono (2017:8) "Quantitative research methods can be interpreted as research methods based on the philosophy of positivism used to research certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing predetermined hypotheses". The type of research carried out is quantitative descriptive research. According to Lehmann in (Yusuf, 2016:62) "quantitative descriptive research is a type of research that aims to systematically, actual and accurately describe the facts and characteristics of a particular population, or try to describe phenomena in detail". The nature of the research in this study is explanatory. According to Sudaryono (2014:38) explanatory research is carried out when there is no or not much research has been done on the problem at hand.

According to Kerlinger (Furchan, 2004: 193) states that the population is all members of a group of people, events or objects that have been clearly defined. The population in this study were all employees who worked at PT. Jakarta Utama Technology Medan Branch. The sampling technique uses the saturated sampling method. According to Sugiyono (2015:68) "saturated sampling is a sampling technique when all members of the population are used as samples. Another term for saturated samples is census, where all members of the population are used as samples". The sample in this research were employees of PT. Jakarta Teknologi Utama Medan Branch, totaling 50 people. Meanwhile, for the validity test, there were 30 respondents from companies similar to PT employees. Puninar Anji NYK Logistics Indonesia is located at Kawasam Greenland, Jakarta. Data collection is a systematic and standard procedure for obtaining the necessary data. The data collection methods used in this research are:

1. Interview

According to Umi Narimawati (2010:40) "interviews are data collection techniques by asking questions to parties related to the problem being discussed".

2. Questionnaire

According to Umi Narimawati (2010:40) "a questionnaire is a data collection technique that is discussed by giving a set of questions or written statements to respondents for them to answer."

3. Literature Study.

This literature study involves visiting the library and looking for books that are appropriate to the problem raised, and the information obtained is used to solve problems related to savings and loans. Data obtained through literature study is a source of information that has been found by competent experts in their respective fields so that it is relevant to the discussion being researched.

In this case the type of data required is:

1. Primary Data

According to Sugiyono (2017:137) "primary data sources are data sources that directly provide data to data collectors".

2. Secondary Data

According to Soeratno and Arsyad (2003:76) "secondary data is data that is used or published by an organization that is not the processor".

RESULTS AND DISCUSSION

Descriptive statistics

The following are descriptive statistics of the minimum, maximum, average and standard deviation answers of the respondents, namely:

Tabl 1.Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Communication	50	37	46	42.12	2,021
Rewards	50	33	53	44.22	4,735
Punishment	50	38	40	39.88	0.385
Employee	50	27	45	36.18	5,367
Performance					
Valid N (listwise)	50				

Source: Data processed by SPSS, 2024

Based on the table aboveshow the communication variable with a sample of 50 respondents, the minimum value is 37 with 1 respondent located at serial number 11, the maximum is 46 with 2 respondents located at serial numbers 28 and 42, the mean (average) is 42.12 and the standard deviation amounting to 2.021. In the reward variable with a sample of 50 respondents, a minimum value of 33 was obtained with 1 respondent located at serial number 18, a maximum of 53 with 1 respondent located at serial number 3, mean (average) 44.22 and standard deviation of 4.735. Then for the punishment variable with a sample of 50 respondents, the minimum value was 38 with 1 respondent at serial number 45, the maximum was 40 with a total of 44 respondents, the mean (average) was 39.88 and the standard deviation was 0.385. In the employee performance variable with a sample of 50 respondents, a minimum value of 27 was obtained with 1 respondent located at serial number 6, a maximum of 45 with 1 respondent located at serial number 44, the mean (average) was 36.18 and the standard deviation was 5,367.

Multiple Linear Regression Test

Multiple linear regression test used to determine the relationship between several independent variable with related variables. The following are the results of multiple linear regression calculations with the help of the SPSS version 29 program.

Table 2. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	133,492	56,628		2,357	0,023
Communication	0,820	0,259	0,336	3,164	0,003
Rewards	0,531	0,122	0,468	4,355	0,000
Punishment	-3,895	1,046	-0,280	-2,771	0,008

Source: Data processed by SPSS, 2024

Multiple linear regression equation formula are as follows :

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e \quad (0.05)$$

Description: Y = Performance Employee

X1 = Communication

X2 = Rewards

X3 = Punishment

a = Constant

$b_{1,2,3}$ = Regression Coefficient =Standardor
 $Y = 133.492 + 0.8201 X_1 + 0.531 X_2 - 3.895 X_3$

The interpretation of the regression above is as follows:

- The constant value (a) of 133.492 with a positive relationship direction shows that if all the independent variables, namely communication (x1), reward (x2), and punishment (x3) are increased by 1 unit, then the performance (y) at PT. Jakarta Teknologi Utama Branch Medan will experience an increase in value of 133,492.
- Communication is (0.820) with a positive relationship direction which shows that if communication is increased by 1 unit, employee performance will increase by (0.820) unit with the assumption that other variables are constant.
- Reward (x2) is (0.531) with a positive relationship direction which shows that if the reward is increased by 1 unit, employee performance will increase by (0.531) unit with the assumption that the other independent variables are constant.
- Punishment (x3) is (-3.895) with a negative relationship direction which shows that if punishment is reduced by 1 unit, employee performance will decrease by (-3.895) units with the assumption that the other independent variables are constant.

Hypothesis Testing t test

The t test or partial hypothesis testing is used to partially see whether there is a significant influence of the independent variable on the dependent variable. In this study, the calculated t-value will be compared with the t-table value at the significance level (α) = 5%. Hypothesis testing using the t test is as follows:

Table 3. t test results

Mode l	Unsta no rdize d Coe fficie nts		Sta no rdize d Coe fficie nts	t	Sig.
	B	Std. E error	Be ta		
(Consta nt)	133,492	56,628		2,357	0.023
Communica si	0.820	0.259	0.336	3,164	0.003
Re wa rd	0.531	0.122	0.468	4,355	0,000
Punishme nt	-3,895	1,046	-0.280	-2,771	0.008

Source: Data processed by SPSS, 2024

- The communication variable has a tang value of 3.164, this value is greater than the trabe

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value of 2.012 ($3.164 > 2.012$). The Sig value of the communication variable is 0.003. This value is greater than 0.05 ($0.003 < 0.05$). This means that there is a positive and significant influence between the communication variable (X1) on the performance variable (Y).

2. The reward variable has an item of 4.355, this value is greater than the table value of 2.012 ($4.355 > 2.012$). The sig value of the reward variable is 0.000. This value is smaller than 0.05 ($0.000 < 0.05$). This means that there is a positive and significant influence of the reward variable (X2) on the performance variable (Y).
3. The punishment variable has an item of -2.771, this value is smaller than the trabe value of 2.012 ($-2.771 < 2.012$). The sig value of the punishment variable is 0.008. This value is greater than 0.05 ($0.008 < 0.05$). This means that there is a negative and significant influence between the punishment variable (X3) on the performance variable (Y).

Hypothesis Testing F Test

The F statistical test or simultaneous hypothesis testing basically shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable. Hypothesis testing using the F test is:

Table 4 F Test Results

Mode l	Sum of Squares	Df	Mean Square	F	Sig.
Regression	778,781	3	259,594	18,877	0,000
Residual	632,599	46	13,752		
Total	1,411,380	49			

Source: Data processed by SPSS, 2024

Based on the table above, it can be seen that the f_i value is 18.877. This value is greater than f_{table} 2.80 ($18.77 > 2.81$). The sig value is 0.000. This value is smaller than 0.05 ($0.000 < 0.05$). This means that there is a positive and significant influence of the communication variables (X1), reward (X2), and punishment (X3) together on the employee performance variable (Y).

III.5 Coefficient of Determination Test Results (R²)

The coefficient of determination is used to find out how much this model explains the dependent variable by looking at the Adjusted R Square number. If R² gets bigger, then the

percentage of influence of the independent variable (X) on the variable (Y) gets higher. If R² gets smaller, then the percentage influence of the independent variable (X) on variable Y gets lower

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Table 5. Coefficient of Determination Test Results

Mode l	R	R Squa re	A djuste d R Squa re	Std. E error of the E stima te
1	0.743	0.552	0.523	3,078

Source: Data processed by SPSS, 2024

Based on the table above, it can be seen that the R-Square value is 0.523. This means that the influence of the independent variables communication (X₁), reward (X₂), and punishment (X₃) on the dependent variable employee performance (Y) is 52.3%, while the remaining 47.7% is influenced by other variables not examined in the research This. Examples are cultural variables, work stress, leadership and so on. III.6 Discussion of Research Results

The Effect of Communication on Employee Performance at PT. Jakarta Utama Technology Medan Branch

The communication variable obtained a calculated t value > t table (3.164 > 2.012), with a sig value of (0.003 0.05). This means that partially there is a positive and significant influence of the communication variable (X₁) on employee performance (Y). This is in line with the theory according to (Dulay Khair, Pratami, & Astuti, 2017), which states that communication is the delivery of information from the sender to the recipient of the information and can be understood clearly by the recipient of the information, so that this activity will give rise to better work relationships. The results of this research are also in accordance with previous researchers according to Lustono, Anisa Desi Hasnaeni (2019) who conducted research with the title "The Influence of Communication, Competency and

Discipline on Employee Performance at the Banjarnegara BAPERLITBANG Office" with the research results showing that employee Communication, Competence and Discipline together have a positive and significant influence on the BAPERLITBANG Banjarnegara office. PT. Jakarta Teknologi Utama Medan Branch communicates not only individually but can also take place within an organization or company. Communication is a very important tool for conveying or receiving information from other parties. Meanwhile, it was found that communication relations had not been well established so that employees still felt awkward in conveying ideas or ideas that were constructive.

The Effect of Rewards on Employee Performance at PT. Jakarta Utama Technology Medan Branch

The reward variable obtained a calculated t value $>$ t table ($4.355 > 2.012$) with a sig value of (0.000 0.05). This means that partially there is a positive and significant influence of the reward variable (X2) on employee performance (Y). This is in line with the theory according to Sari (2018: 86) which states "giving inappropriate rewards to employees, or lack of motivation from the leadership to their subordinates as well as a lack of discipline among employees which results in such a decline in performance, if rewards are increased it will produce poor performance. well so that its performance will increase." The results of this research are also in accordance with previous research according to Eduar Alfa Sengke Lucky Dotuong and Genita Luminantang (2021) with the research title "The influence of reward, punishment and communication on employee performance at PT. Jakarta Teknologi Utama Medan Branch", with the results of this research showing reward, punishment and communication simultaneously has a positive and significant influence on the performance of PT employees. Sultugo Bank Tomohon Branch. PT. Jakarta Teknologi Utama Medan Branch can maximize the role of rewards in giving intentions because employees who carry out work according to the target or exceed the target, it would be better to be given appreciation or prizes as a reward for their maximum performance.

The Effect of Punishment on Employee Performance at PT. Jakarta TeknologiMain Medan Branch

The punishment variable obtained a calculated t value $<$ t table ($-2.771 < 2.012$) with a sig value of (0.008 0.05). This means that partially there is a negative and significant

influence of punishment (X3) on employee performance (Y). This is not in line with the findings of Basmantra (2019) which states that punishment has a positive and significant influence on employee performance. The results of this research are not in accordance with previous research according to Santi Gustina (2020) with the research title "The influence of communication, reward and punishment on employee performance at PT Bank Syariah", with the results of this research showing that communication, reward and punishment have an effect on employee performance. It is hoped that PT. Jakarta Teknologi Utama Medan Branch is increasing the implementation of punishment even more strictly so that employees are more aware of protecting the assets owned by the company.

CONCLUSION

The conclusions obtained from this study are: Partially, it shows that the communication variable has a positive and significant effect on employee performance at PT. Jakarta Utama Technology Medan Branch. Partially, it shows that the reward variable has a positive and significant effect on employee performance at PT. Jakarta Teknologi Utama Branch Partially shows that the punishment variable has a negative and significant effect on employee performance at PT. Jakarta Utama Technology Medan Branch. Simultaneously shows that communication, reward and punishment variables influence employee performance at PT. Jakarta Utama Technology Medan Branch. The Adjusted R Square value is 0.523, which means that communication, reward and punishment are able to explain employee performance by 52.3%, the excess of 47.7% is explained by other factors not included in this study, such as culture, work stress, leadership. and others.

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