



THE EFFECT OF REWARDS AND WORK ENVIRONMENT ON EMPLOYEE PRODUCTIVITY: A QUANTITATIVE STUDY AT PT. EQUITYWORLD FUTURES SEMARANG BRANCH

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Abstract

This study aims to determine and analyze the influence of rewards and the work environment on employee productivity at PT. Equityworld Futures Semarang Branch. This study used quantitative methods. The population in this study was all employees of PT. Equityworld Futures Semarang Branch, with a sample of 71 respondents selected through random sampling. Data collection was conducted through questionnaires. The data analysis technique used was multiple linear regression with the help of SPSS software. The results show that rewards and the work environment simultaneously have a positive and significant effect on employee productivity. Partially, the reward variable has a positive and significant effect on employee productivity. The work environment variable has a positive and significant effect on employee productivity. This indicates that providing appropriate rewards and a comfortable work environment can significantly increase employee morale and motivation. These findings imply that companies need to pay more attention to their reward systems and continue to strive to create a supportive work environment to achieve optimal work productivity.

Keywords :

Rewards; Work
Environment;
Employee
Productivity

INTRODUCTION

Rewards are a form of appreciation, either material or non-material, given by an organization to employees, either directly or indirectly, as a form of appreciation for their potential or positive contributions to their work, and as an effort to fulfill specific needs for employees who demonstrate positive behavior (Adolfina and Uhing 2017). On the other hand, the work environment is a crucial element that influences employees' work activities in carrying out their duties (Wahyuningsih 2018). A comfortable work environment plays a vital role in creating an atmosphere that supports employee productivity, well-being, and engagement in their work (M. Panjaitan 2018). Productivity describes the extent to which employees are able to complete specific tasks according to the standards and speed set by the company, with the goal of optimizing the use of human resources effectively and efficiently (Hasna et al. 2021). Employee productivity significantly influences the achievement of business targets and client satisfaction (Hery, Ghifari, and Yanuarti 2025).

In previous research according to Yuli and Ainul (2022) regarding "The Influence of Rewards, Compensation, and Work Environment on Employee Work Productivity at PT Metal Hitech Engineering Gresik" stated that rewards and work environment have a major impact on employee productivity. Meanwhile, the Influence of Punishment and Rewards on Employee Work Productivity at Bhakti Kartini Hospital, Bekasi (Rahmah and Sari, 2023) shows that rewards have a significant influence on work productivity. According to Fau and Buulolo (2023) regarding the Influence of the Work Environment on Employee Work Productivity at the Samsat Office of South Nias Regency, it is stated that the work environment influences work productivity and the direction of the influence is positive. According to Manoppo, Tewal, and Trang (2021), in their study on the Influence of Workload, Work Environment, and Integrity on Employee Productivity at PT Empat Saudara Manado, work environment variables significantly influence employee productivity. Basirun et al. (2022) Regarding the Influence of the Work Environment and Work Discipline on Employee Productivity at PT. Graha Curah Niaga in Tangerang, shows that the work environment has a significant impact on employee productivity. Tarigan et al. (2024) on "The Effect of Rewards, Communication, and Technology Mastery on Employee Work Productivity at PT Allianz Star Network Medan" stated that rewards have a positive and significant effect on employee work productivity. Suryadinata et al. (2024) in their study entitled "The Effect of Rewards and Punishment on Employee Productivity at PT Sigma Visualindo" found that rewards and punishment have a positive and significant effect on employee productivity. Research conducted by (Ramdhani 2025) with the title "Increasing Competency-Based Work Productivity and Work Motivation Moderated by Religiosity at PT. Equityworld Futures Semarang Branch" states that employees of PT. Equityworld Futures Semarang experienced fluctuations in employee productivity as seen from the results of achieving targets from 2021 to 2024, where in 2021 it was at an achievement of \$1,879,585, in 2022 it experienced a decrease in achievement of only \$342,018, in 2023 it also fell again to \$107,065 and in 2024 it experienced an increase in achievement of \$814,868.

This situation demonstrates the important role of rewards and the work environment in increasing productivity. Therefore, this study aims to further analyze the influence of rewards and the work environment on employee productivity at PT. Equityworld Futures Semarang Branch. This is expected to contribute to the formulation of more effective policies to optimize employee performance and increase competitiveness in a competitive market.

LITERATURE REVIEW

Maslow's Theory of Needs groups human needs into five levels: physiological, safety, social, esteem, and self-actualization needs (Maslow 1943). In an organizational context, rewards and the work environment play a crucial role in fulfilling these needs, which ultimately impacts employee productivity.

Rewards are any form of recognition, whether financial or non-financial, given to employees as a token of appreciation for their contributions to the company (Rindi Anisa Putri and Nugraha 2024). According to Noviyani and Guspul (2019), rewards can be defined as a form of intrinsic appreciation, namely, rewards that are directly part of the work itself. These rewards include feelings of accomplishment, successful task completion, freedom in work, and self-development. A reward is a form of appreciation, a gift, or compensation given with the aim of encouraging someone to be more enthusiastic about increasing their efforts and improving their performance (Maulana et al. 2025). Risda Lestari et al. (2021) argue that this award is a form of recognition from the company aimed at increasing the work productivity of other employees, thereby motivating them to achieve success. Based on this definition, rewards can be concluded as a form of recognition given by an organization to an individual or group in recognition of valuable contributions or achievements. Rewards can be financial, such as salary or bonuses, or non-financial, such as praise, recognition, or career development opportunities. The primary purpose of providing rewards is to motivate employees to improve performance and productivity, and to strengthen their commitment to organizational goals.

According to Suci et al. (2021), several indicators that influence the reward system are: 1). Salary and bonuses: are additional monthly income given to employees as a form of appreciation for hard work and the achievement of certain targets. 2). Welfare: aims to strengthen employees' sense of loyalty and togetherness with their coworkers, while providing a sense of security and meeting their needs. This also serves to encourage discipline and increase work productivity. 3). Career development: refers to various efforts that support employees in designing their career paths in the workplace. 4). Psychological and social rewards: Psychological rewards come from within the individual, such as personal appreciation or recognition, while social rewards are more focused on recognition or praise from others.

According to Manoppo, Tewal, and Trang (2021), the work environment is all the facilities and infrastructure surrounding employees while they work, which can influence the way they perform their tasks. The work environment is the social, psychological, and physical aspects of a company that influence employees in carrying out their duties (Rahmawati et al., 2021). Based on these opinions, it can be concluded that the work environment consists of various factors that influence employee performance, including facilities and infrastructure, as well as the social, psychological, and physical aspects of the workplace. A positive environment can increase comfort, productivity, and work enthusiasm, while a less supportive environment can hinder performance. Furthermore, harmony, a sense of camaraderie, and mutual support in the social environment are also important factors in creating a positive and productive work atmosphere.

Work environment indicators according to Yuli and Ainul (2022), namely: 1). Physical Environment: (a). Lighting: Adequate lighting is essential to reduce eye fatigue and improve concentration at work. Poor lighting can hinder productivity and increase the risk of errors. (b). Temperature: Excessive temperatures, whether too high or too low, can reduce employee comfort and affect their

performance. Maintaining an ideal temperature can help increase productivity. (c). Noise: A work environment that is too noisy can disrupt concentration and communication between employees, thus reducing work efficiency. The use of soundproofing or proper workspace arrangement can help reduce this disruption. (d). Use of color: The choice of color in the work environment can affect employee mood and psychology. Bright colors can increase energy and creativity, while neutral colors can have a calming effect. (e). Necessary space for movement: An ergonomic workspace layout allows employees freedom of movement, thus increasing comfort and efficiency at work. (f). Workplace safety: Safe work facilities and equipment are crucial to reducing the risk of workplace accidents. Providing safety equipment and implementing safe work procedures can improve employee well-being. 2). Non-Physical Work Environment: (a). Employee-Supervisor Relationship: A good relationship between superiors and subordinates can create a more comfortable work environment. Superiors who provide support and clear direction can increase employee morale and loyalty. (b). Employee-Coworker Relationship: Harmonious relationships among employees can foster good teamwork. A work environment full of social support can boost morale and reduce stress levels.

According to Mutiara, Titiek Tahja (2024), productivity is defined as the ratio between the results obtained and the effort expended by employees within a certain time, or the number of goods and services that employees can complete within a certain time period. Employee productivity can be defined as the ability to maximize the use of available resources, with the goal of producing optimal results (Mutaqin, Rahwana, and Karmila, 2023). Based on this definition, it can be concluded that employee productivity is an employee's ability to produce output with efficiency and effectiveness within a specific time period. Productivity encompasses the quality of work results, optimal use of time, and contribution to achieving organizational goals. The higher the productivity, the greater the positive impact on the success of the organization. Therefore, strategies to improve employee motivation and performance are crucial to achieving optimal productivity.

According to Mutiara, Titiek Tahja (2024), employee productivity can be measured through five main indicators, which reflect various aspects of individual performance within an organization. The following is an explanation of each of these indicators : 1). Ability: This refers to the skills, knowledge, and competencies employees possess in carrying out their tasks. Good abilities enable employees to complete work more effectively and efficiently. 2). Improving results achieved: This indicator focuses on employees' ability to produce better results over time. This includes improvements in productivity, target achievement, and contribution to company goals. 3). Morale: Morale reflects employees' motivation and dedication to their work. Employees with high morale tend to be more committed and strive to achieve optimal results. 4). Quality: The quality of work output is an important indicator of productivity. Employees who can produce high-quality products or services help the company maintain its reputation and customer satisfaction. 5). Efficiency: Efficiency relates to the use of available resources, including time, energy, and costs. Efficient employees are able to complete tasks optimally without sacrificing quality, thus contributing to overall productivity.

CONCEPTUAL FRAMEWORK

Maslow's Hierarchy of Needs theory explains that human needs consist of five levels, ranging from basic needs to self-actualization. Basic needs, such as a salary to meet physiological needs, create a sense of security for employees,

enabling them to work comfortably. Furthermore, the need for security is met through job security or insurance, which creates a stable and conducive work environment. Socially, appreciation for good cooperation and interaction helps strengthen relationships between employees and creates a comfortable work atmosphere. The need for rewards in the form of bonuses or recognition strengthens self-confidence and increases job satisfaction. At the self-actualization level, a supportive work environment, such as training and career development opportunities, provides opportunities for employees to grow, which impacts their productivity. Overall, rewards and a work environment that meet employees' needs can increase their productivity, making them an important factor in human resource management.

RESEARCH METHOD

This research was conducted from January to March 2025 at PT. Equityworld Futures Semarang Branch, located at Jl. Pemuda No. 50, Semarang, Central Java. This research used quantitative methods. The population in this study was all 200 employees, with a sample of 71 respondents selected through random sampling. Data collection was conducted through questionnaires. The data analysis technique used was multiple linear regression with the help of SPSS. **Hypothesis 1).** H0: Rewards do not have a positive and significant effect on employee productivity, H1: Rewards have a positive and significant effect on employee productivity. **Hypothesis 2).** H0: The work environment does not have a positive and significant effect on employee productivity, H1: The work environment has a positive and significant effect on employee productivity. **Hypothesis 3).** H0: Rewards and work environment simultaneously have no positive and significant effect on employee productivity, H1: Rewards and work environment simultaneously have a positive and significant effect on employee productivity.

RESULT AND DISCUSSION

The Reward variable (X1) has a calculated t-value of 7.934 with a significance value of 0.000. Since the calculated t-value is greater than the t-table ($7.934 > 1.996$) and the p-value is <0.05 ($0.000 < 0.05$), it can be concluded that H0 is rejected and H1 is accepted. Therefore, it can be concluded that Reward has a positive and significant effect on Employee Productivity. This indicates that the higher the reward, the higher the employee productivity of PT. Equityworld Futures Semarang branch. Conversely, if the reward is low, the employee productivity of PT. Equityworld Futures Semarang branch will decrease. The results of this study indicate that rewards are an important factor in increasing employee productivity. In this regard, PT. Equityworld Futures Semarang Branch continues to develop a reward strategy that is fairer, more transparent, and aligned with employee achievements. If rewards are distributed proportionally based on performance, employees will feel appreciated and motivated to perform optimally. This research aligns with the research conducted by Rahmah and Sari (2023) entitled "The Effect of Punishment and Rewards on Employee Work Productivity at Bhakti Kartini Hospital, Bekasi," which states that rewards have a positive and significant impact on employee productivity.

The Work Environment variable (X2) has a calculated t-value of 6.122 with a significance value of 0.000. Since the calculated t-value is greater than the t-table ($6.122 > 1.996$) and the p-value is <0.05 ($0.000 < 0.05$), it can be concluded that H0 is rejected and H1 is accepted. Therefore, it can be concluded that the Work Environment has a positive and significant effect on Employee Productivity. In other words, the better the work environment provided by the company, the higher

the employee productivity. The work environment plays a crucial role in supporting work effectiveness and efficiency. Aspects such as workplace comfort, adequate facilities, lighting, ventilation, and social relationships between employees and superiors are factors that can increase work morale. A comfortable work environment can help employees focus more, reduce fatigue, and create a more conducive work atmosphere. This research aligns with the research conducted by Manoppo, Tewal, and Trang (2021) entitled "The Influence of Workload, Work Environment, and Integrity on Employee Productivity at PT. Empat Saudara Manado," which states that the work environment has a positive and significant impact on employee productivity.

The independent variables (Rewards and Work Environment) simultaneously have a significant influence on employee productivity. This is evidenced by the calculated F value $> F$ table, which is $67.68 > 3.13$, and a sig value < 0.05 , which is $0.00 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. Therefore, it is concluded that rewards and work environment simultaneously have a significant influence on employee productivity. Rewards provided by the company can increase employee motivation, making them more enthusiastic about completing their work. Meanwhile, a comfortable and conducive work environment supports work effectiveness, allowing employees to work more focused and efficiently. When these two factors are managed well, employee productivity will increase significantly. If a company focuses solely on providing rewards without considering the work environment, employees may remain uncomfortable at work, which can hinder productivity. Conversely, a positive work environment without adequate rewards can also reduce employee motivation in achieving company targets. Therefore, the combination of fair rewards and a supportive work environment is an important strategy for increasing employee productivity. Companies can continuously evaluate and improve their reward systems and enhance the work environment to create a more optimal work environment. This will help employees become more motivated and company productivity can be sustainably increased. This research aligns with research conducted by Yuli and Ainul (2022) in a study entitled "The Influence of Rewards, Compensation, and the Work Environment on Employee Productivity at PT Metal Hitech Engineering Gresik," which states that rewards and the work environment have a significant impact on employee productivity.

CONCLUSION

Reward (X1) has a positive and significant effect on Employee Productivity (Y) at PT. Equityworld Futures Semarang Branch. Work Environment (X2) has a positive and significant effect on Employee Productivity (Y) at PT. Equityworld Futures Semarang Branch. Rewards (X1) and work environment (X2) simultaneously have a positive and significant effect on employee productivity (Y) at PT. Equityworld Futures Semarang Branch.

This study has several limitations that should be considered: 1) The study was conducted only on employees of PT. Equityworld Futures Semarang Branch, so the results cannot be generalized to other companies or different industrial sectors. 2) The variables examined in this study only cover rewards and the work environment as factors influencing employee productivity. However, there are other factors that have the potential to influence employee performance, such as leadership, organizational culture, job satisfaction, and intrinsic motivation, which are not discussed in this study.

Based on the research results, it is recommended that PT. Equityworld Futures Semarang Branch continue to improve its reward and work environment

aspects, including: enhancing the reward system, optimizing the work environment, and evaluating and developing employees. Future researchers are advised to conduct further development to ensure more comprehensive research results. One aspect that could be improved is to add other variables that also influence employee productivity, such as work motivation, leadership, organizational culture, or employee well-being, so that the research results can provide a broader picture.

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