



INTISARI

Kepuasan kerja karyawan terhadap perusahaan dapat mempengaruhi kinerja karyawan. *Reward* merupakan salah satu aspek yang dapat mempengaruhi tingkat kepuasan karyawan. HRD Pesonna Hotel Malioboro Yogyakarta merupakan departemen yang bertanggung jawab dalam penerapan *reward* bagi karyawan. Penelitian ini dilakukan untuk mengetahui penerapan *reward* di Pesonna Hotel Malioboro Yogyakarta, serta kepuasan karyawan terhadap pelaksanaan pemberian *reward*. Penelitian dilakukan dengan metode kualitatif yang menggunakan jenis penelitian deskriptif dengan teknik pengumpulan data berupa observasi partisipatif, wawancara mendalam dengan narasumber yang berkaitan dengan topik penelitian, dan dokumentasi. Data primer didapatkan melalui wawancara dan observasi partisipatif, sedangkan data sekunder diambil dari dokumentasi. Teknik analisa data terdiri dari pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Berdasarkan hasil analisa data, dapat disimpulkan bahwa penerapan *reward* di Pesonna Hotel Malioboro Yogyakarta terdiri dari *reward* intrinsik dan *reward* ekstrinsik. Penerapan *reward* berpengaruh pada kepuasan karyawan berdasarkan pada empat aspek, yang terdiri dari: pekerjaan itu sendiri, gaji, promosi, dan kepemimpinan. Sebagian besar karyawan merasa puas dengan penerapan *reward* karna sudah terdapat apresiasi yang dirasakan oleh karyawan dari pihak perusahaan. Namun masih memerlukan perbaikan kembali agar penerapan *reward* dapat lebih maksimal.

Kata Kunci : *Reward*, Kepuasan Karyawan, *Human Resources Development*, Pesonna Hotel Malioboro Yogyakarta



ABSTRACT

Employee job satisfaction with the company can affect employee performance. Reward is one aspect that can affect the level of employee satisfaction. HRD Pesonna Hotel Malioboro Yogyakarta is the department responsible for implementing rewards for employees. This research was conducted to find out the application of rewards at Pesonna Hotel Malioboro Yogyakarta, as well as employee satisfaction with the implementation of rewards. The research was conducted using a qualitative descriptive method with data collection techniques in the form of participatory observation, in-depth interviews with employees who related to the research topic, and documentation. Primary data was obtained through interviews and participatory observation, while secondary data was obtained from documentation. The data analysis techniques consist of data collection, data reduction, data presentation, and drawing conclusions. Based on the results of data analysis, it can be concluded that the application of rewards at Pesonna Hotel Malioboro Yogyakarta consists of intrinsic rewards and extrinsic rewards. The application of rewards affects employee satisfaction based on four aspects, which consist of: the work itself, salary, promotion, and leadership. Most employees are satisfied with the application of rewards because there is already an appreciation felt by employees from the company. However, it still needs improvement so that the application of rewards can be maximized.

Keywords: Reward, Employee Satisfaction, Human Resources Development, Pesonna Hotel Malioboro Yogyakarta