

## ABSTRACT

CV Wijaya Family Tasikmalaya is a company engaged in the production and provision of convection goods procurement services, especially office uniforms. Based on the data obtained from 2019 to 2021, employee performance has not reached the targets set by the company. The purpose of this study was to determine and analyze the effect of work motivation and rewards on the performance of employees of CV Wijaya Family Tasikmalaya.

Based on the results of simultaneous hypothesis testing, work motivation and rewards have an influence on the performance of employees of CV Wijaya Family Tasikmalaya. This is evidenced from  $F_{\text{count}} > F_{\text{table}}$  ( $21.837 > 3.20$ ) with a significance value of  $0.000 < 0.05$ . Based on the results of the partial hypothesis (t test) it was found that the variables of work motivation and rewards have a significant effect on the performance of employees of CV Wijaya Family Tasikmalaya. Based on the coefficient of determination of work motivation and reward variables, it contributes to employee performance by 46% and the remaining 54% is influenced by other factors outside the research.

The conclusion of this study, work motivation and rewards are in the high category, but there are some things that need to be improved, such as employees being able to complete work beyond the specified target, it is suggested to the company to give direction to employees to maximize again in completing their work to exceed specified target. It is hoped that the performance of employees who are already good can be even better so that the performance of each employee can be in accordance with the company's targets.

**Keywords:** Work Motivation, Rewards and Employee Performance.