

ABSTRACT

This study investigates, the influence of rewards and punishments on employee performance at PT Graphic Packaging International Indonesia, with career development as a mediating variable. The study population comprised 203 production department employees, specifically those in the Printing, Die Cutting, and Finishing departments. A quantitative research methodology was employed for data collection. Partial Least Square (PLS) analysis, utilizing SmartPLS software, was used to analyze the data. The findings indicate that both rewards and punishments exert a positive and significant effect on both employee performance and career development. Results indicate a strong positive correlation between career development opportunities and employee performance.

Keywords : *Career Development, Performance, Punishment, Reward*