Performance Evaluation Using Reward Point and Social Media  
(Case Study in Utility Company)

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ABSTRACT

This paper aims at two things; first, see the participants' interest if learning is carried out with e-learning. Second, how the impact of the use of social media and reward point methods on the improvement in evaluation of learning outcome. The method used is a survey and experiment. The survey is used to find out whether the reward point and/or social media method will affect employee motivation in e-learning process. Experiments are used to see the impact of the use of both methods on selected samples. The sample used was employees of PT PJB Services located in Head Office and selected by purposive technique. Data analysis used ANOVA Test to measure whether the treatment had a significant effect on the dependent variable. This paper is expected to prove that learning, especially studied in this paper, that combined with these both methods will affect positively to employee learning motivation and support the improvement of learning outcome. The results obtained are e-learning with reward points and posting the learning process on Instagram significantly increase employee motivation in learning. However, e-learning with reward points and posting the learning process on Instagram did not significantly affect on increased of evaluation of employee learning outcomes.

Keywords: Performance Evaluation, Reward Points, Social Media, Evaluation E-Learning