

ABSTRAK

Lolita Andini. 2022. Pengaruh Komunikasi Dan Motivasi Kerja Terhadap Kinerja Pegawai Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Ogan Komering Ulu. **Skripsi Dibimbing oleh Dr. Rini Efrianti, S.E., M.Si. dan Rani Anwar, S.Pd., M.M.**

Penelitian ini membahas tentang Pengaruh Komunikasi Dan Motivasi Kerja Terhadap Kinerja Pegawai Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Ogan Komering Ulu. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner. Jumlah populasi sebanyak 39 orang. Metode analisis yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial t_{hitung} untuk variabel Komunikasi (X1) sebesar 3,296 dengan $t_{tabel} = 2,028$ atau $t_{hitung} > t_{tabel}$ atau $3,296 > 2,028$, maka keputusannya H_0 ditolak dan H_a diterima artinya Komunikasi berpengaruh signifikan terhadap Kinerja Pegawai Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Ogan Komering Ulu. Untuk variabel Motivasi Kerja (X2) $t_{hitung} = 2,896$, dengan $t_{tabel} = 2,028$. Berdasarkan kriteria keputusan ternyata nilai $t_{hitung} > t_{tabel}$ atau $2,896 > 2,028$, maka keputusannya H_0 ditolak dan H_a diterima artinya Motivasi Kerja berpengaruh signifikan terhadap Kinerja Pegawai Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Ogan Komering Ulu. F_{hitung} sebesar 123,614 dan F_{tabel} 3,26. Jadi $F_{hitung} > F_{tabel}$ atau $123,614 > 3,26$, maka keputusannya H_0 ditolak dan H_a diterima, artinya seluruh variabel X yaitu Komunikasi (X1) dan Motivasi Kerja (X2) secara bersama-sama berpengaruh signifikan terhadap Kinerja Pegawai Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Ogan Komering Ulu. Nilai koefisien determinasi (*R Square*) adalah sebesar 0,873 hal ini menunjukkan bahwa sebesar 87,3% sumbangan dari Kinerja Pegawai Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Ogan Komering Ulu bisa dijelaskan oleh variabel Komunikasi (X1) dan Motivasi Kerja (X2), sedangkan sisanya sebesar 12,7% dipengaruhi oleh variabel lain selain variabel dalam penelitian ini, misalnya kompetensi (upah atau gaji, intensif, penghargaan dan tunjangan), pemberdayaan sumber daya manusia, dan lain-lain

Kata Kunci: Komunikasi, Motivasi Kerja, Kinerja

ABSTRACT

Lolita Andini. 2022. The Influence of Communication and Work Motivation on Employees' Performance at the Department of Tourism and Culture of Ogan Komering Ulu Regency. **Under the guidance of Dr. Rini Efrianti, S.E., M.Si. and Rani Anwar, S.Pd., M.M.**

This study discusses the influence of communication and work motivation on employees' performance at the Department of Tourism and Culture, Ogan Komering Ulu Regency. The data collection technique used in this study was through the distribution of questionnaires. The total population is 39 people. The analytical method used was multiple linear regression. The results showed that partially tcount for the Communication variable (X1) was 3,296 with t table = 2,028 or t count > t table or 3,296 > 2,028, then the decision was Ho was rejected and Ha was accepted, meaning that communication had a significant influence on employees' performance at the Department Tourism and Culture of Ogan Komering Regency Ulu. For the work motivation variable (X2) t count = 2.896, with t table = 2.028. Based on the decision criteria, it turns out that the value of t count > t table or 2.896 > 2.028, then the decision Ho was rejected and Ha was accepted, meaning that work motivation has a significant influence on employee performance at the Department Tourism and Culture of Ogan Komering Regency Ulu. F count was 123.614 and F table was 3.26. So F count > F table or 123.614 > 3.26, then the decision Ho was rejected and Ha was accepted, meaning that all X variables, namely Communication (X1) and Work Motivation (X2) together have a significant influenced on Employees' Performance at the Department Tourism and Culture of Ogan Komering Regency Ulu. The value of the coefficient of determination (R Square) is 0.873, this showed that 87.3% of the contribution from Employees' Performance at the Department Tourism and Culture of Ogan Komering Regency Ulu can be explained by the variables of Communication (X1) and Work Motivation (X2), while the remaining amount was 12.7% is influenced by other variables besides the variables in this study, for example competence (wages or salaries, incentives, rewards and benefits), empowerment of human resources, and others

Keywords: Communication, Work Motivation, Performance