

ABSTRACT

LETA WAHYUNI. 2022. The Influence of Communication and Organizational Culture on Employees' Performance at PT. Bussan Auto Finance (BAF) Baturaja Branch. The research was under the guidance of Noviansyah, S.E., M.Si and Dahliah., M.Si. This study aimed to determine the influence of communication and organizational culture on employees'performance at PT. Bussan Auto Finance (BAF) Baturaja Branch.

The data analysis technique used was Multiple Linear Regression. Based on the results of a partial analysis of the communication variable, it showed that there was a significant influence of communication on employees' performance at PT. Bussan Auto Finance (BAF) Baturaja Branch with a t-count value of 3,298. Based on the results of the partial analysis there was an influence of Organizational Culture on employees' performance at PT. Bussan Auto Finance (BAF) Baturaja Branch with a t value of 4.108. Simultaneously, it was found that there was a jointly significant influence between communication and organizational culture with an f-count of 54,488. The coefficient of determination (R²) obtained was 0.736. This showed that the contribution of the influence of communication and organizational culture on employees'performance was 73.6% while the remaining 26.4% was influenced by other variables outside of this study, namely work design, personality, motivation, leadership, leadership style, job satisfaction, work environment, , loyalty, commitment, and work discipline (in Kasmir, 2016: 189).

Keywqords: Communication, Organizational Culture and Employees' Performance.

ABSTRAK

LETA WAHYUNI. 2022. Pengaruh Komunikasi dan Budaya Organisasi Terhadap Kinerja Karyawan pada PT. *Bussan Auto Finance* (BAF) Cabang Baturaja. Skripsi dibimbing oleh Noviansyah, S.E., M.Si dan Dahliah., M.Si. Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi dan budaya organisasi terhadap kinerja karyawan pada PT. *Bussan Auto Finance* (BAF) Cabang Baturaja.

Teknik analisis data yang digunakan adalah Regresi Linear Berganda. Berdasarkan hasil analisis secara parsial pada variabel komunikasi menunjukkan ada pengaruh signifikan komunikasi terhadap kinerja karyawan pada PT. *Bussan Auto Finance* (BAF) Cabang Baturaja dengan nilai t hitung sebesar 3,298. Berdasarkan hasil analisis secara parsial ada pengaruh Budaya Organisasi terhadap kinerja karyawan pada PT. *Bussan Auto Finance* (BAF) Cabang Baturaja dengan nilai t hitung sebesar 4,108. Secara simultan didapatkan ada pengaruh signifikan secara bersama-sama antara komunikasi dan budaya organisasi dengan nilai f-hitung sebesar 54.488. Koefisien determinasi (R^2) yang diperoleh sebesar 0,736. Hal ini menunjukkan berarti sumbangan pengaruh komunikasi dan budaya organisasi terhadap kinerja karyawan sebesar 73,6% sedangkan sisanya 26,4% dipengaruhi oleh variabel lain di luar penelitian ini yaitu rancangan kerja, keperibadian, motivasi, kepemimpinan, gaya kepemimpinan, kepuasan kerja, lingkungan kerja, loyalitas, komitmen, dan disiplin kerja (dalam Kasmir, 2016:189).

Kata Kunci: Komunikasi, Budaya Organisasi dan Kinerja Karyawan.