

ABSTRAK

Emalia Agustina (2021). Pengaruh Komunikasi Dan Motivasi Terhadap Kinerja Karyawan PT Multi Media Selular Cabang Baturaja. Skripsi S1 Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Baturaja. di bawah bimbingan, Ali Akbar, S.E., M.Si. selaku pembimbing I dan Maulana Hadi Kusuma, S.E., M.M. selaku pembimbing II.

Tujuan penelitian ini untuk mengetahui Pengaruh Komunikasi Dan Motivasi Terhadap Kinerja Karyawan PT Multi Media Selular Cabang Baturaja dengan 35 responden, metode analisis yang digunakan adalah metode kuantitatif.

Hasil analisis menjelaskan dimana nilai t_{hitung} Komunikasi (X_1) sebesar 5,527 dengan t_{tabel} sebesar 2,03693 karena $t_{hitung}(5,527) > t_{tabel}(2,03693)$ maka H_0 ditolak dan H_a diterima, artinya ada pengaruh signifikan Komunikasi terhadap Kinerja karyawan, t_{hitung} Motivasi (X_2) sebesar 0,346 dengan t_{tabel} sebesar 2,03693 karena $t_{hitung}(0,346) < t_{tabel}(2,03693)$ maka H_0 diterima dan H_a ditolak, artinya tidak ada pengaruh signifikan Motivasi terhadap Kinerja karyawan pada PT Multi Media Selular Cabang Baturaja. Nilai F_{hitung} 169,745 hasil tersebut kemudian dibandingkan dengan F_{tabel} pada tingkat kepercayaan 95% atau $\alpha = 5\%$ didapat $F_{tabel} 3,29$. Jadi $F_{hitung} > F_{tabel}$ dimana $169,745 > 3,29$ maka H_0 ditolak dan H_a diterima, artinya secara simultan ada pengaruh signifikan antara Komunikasi (X_1) dan motivasi kerja (X_2) secara bersama-sama terhadap variabel Kinerja Karyawan (Y) dan Nilai koefisien determinasi (*adjusted R square*) pada penelitian ini adalah sebesar 0,908 yang menunjukkan pengertian bahwa kinerja karyawan pada PT Multi Media Selular Cabang Baturaja dipengaruhi oleh variabel Komunikasi (X_1) dan variabel motivasi kerja (X_2) sebesar 90,8% sedangkan sisanya 9,2% dipengaruhi faktor lain yang tidak diteliti dalam penelitian ini seperti kepuasan kerja dan Iklim Organisasi (Riduan, dkk, 2009:290).

Kata kunci : Komunikasi, Motivasi, Kinerja Karyawan

ABSTRACT

Emalia Agustina (2021). The Influence of Communication and Motivation on Employees' Performance at PT Multi Media Selular Baturaja Branch. S1 Thesis Management Study Program, Faculty of Economics and Business, University of Baturaja. under the guidance of Ali Akbar, S.E.,M.Si. and Maulana Hadi Kusuma, S.E., M.M.

The purpose of this study was to determine the influence of communication and motivation on employees' performance at PT Multi Media Selular Baturaja branch with 35 respondents, the analytical method used was quantitative method.

The results of the analysis explain where the value of tcount Communication (X1) is 5.527 with t table of 2.03693 because tcount (5.527) > ttable (2.03693) then H0 is rejected and Ha is accepted, meaning that there is a significant influence of Communication on employees' performance, tcount Motivation (X2) of 0.346 with t table of 2.03693 because tcount (0.346) < (2.03693) t table then H0 is accepted and Ha is rejected, meaning that there is no significant influence of motivation on employees' performance at PT Multi Media Selular Baturaja Branch. The Fcount value of 169.745 is then compared with Ftable at a 95% confidence level or = 5%, F table 3.29 is obtained. So Fcount > Ftable where 169,745 > 3,29 then H0 is rejected and Ha is accepted, meaning that simultaneously there is a significant influence between Communication (X1) and work motivation (X2) together on the Employees' Performance variable (Y) and the value of the coefficient of determination (adjusted R square) in this study is 0.908 which shows the understanding that the performance of employees at PT Multi Media Selular Baturaja Branch is influenced by the Communication variable (X1) and the work motivation variable (X2) by 90.8% while the remaining 9.2% is influenced by factors other things that were not examined in this study such as job satisfaction and organizational climate (Riduan, et al, 2009: 290).

Keywords: *Communication, Motivation, Employees' Performance*