

ABSTRACT

Revina Anjelya, 2025. The Influence of Communication and Job Promotion on Employee Performance at Hotel Bukit Indah Lestari Baturaja. Supervised by Dr. E. Mardiah Kenamon, S.E., M.Si and Noviansyah, S.E., M.Si.

This study aims to determine the influence of communication and job promotion on employee performance at Hotel Bukit Indah Lestari Baturaja. Data were collected through questionnaires distributed to 55 respondents. The analytical method used was multiple linear regression. Partial test results show that communication has a positive and significant effect on employee performance with a t-value of 2.316, greater than the t-table value of 2.006. Job promotion also has a positive and significant effect with a t-value of 11.228 > t-table 2.006. Simultaneously, both communication and job promotion significantly affect employee performance, as indicated by a significance value of 0.000 and an F-value of 114.525 > F-table 3.18. The coefficient of determination (R square) is 0.815, meaning that 81.5% of the variance in employee performance is explained by communication and job promotion, while the remaining 18.5% is influenced by other variables not included in this study, such as work environment, work motivation, and other factors (Susilawati and Mayasari, 2022).

Keywords: Communication, Job Promotion, Employee Performance

ABSTRAK

Revina Anjelya, 2025. Pengaruh Komunikasi dan Promosi Jabatan Terhadap Kinerja Karyawan di Hotel Bukit Indah Lestari Baturaja. Dibimbing oleh Ibu Dr.E. Mardiah Kenamon, S.E., M.Si dan Bapak Noviansyah, S.E., M.Si.

Penelitian ini membahas tentang Pengaruh Komunikasi dan Promosi Jabatan Terhadap Kinerja Karyawan di Hotel Bukit Indah Lestari Baturaja. Teknik pengumpulan data dalam penelitian ini melalui penyebaran kuesioner. Jumlah populasi sebanyak 55 responden. Teknik analisis data yang digunakan adalah Regresi linier berganda. Berdasarkan hasil perhitungan secara parsial variabel Komunikasi berpengaruh terhadap Kinerja Karyawan di Hotel Bukit Indah Lestari Baturaja dengan nilai t-hitung $(2,316) > t\text{-tabel } (2,006)$. Variabel Promosi Jabatan berpengaruh terhadap Kinerja Karyawan di Hotel Bukit Indah Lestari Baturaja dengan nilai t-hitung $(11,228) > t\text{-tabel } (2,006)$. Secara simultan, didapatkan bahwa Komunikasi dan Promosi Jabatan berpengaruh terhadap Kinerja Karyawan di Hotel Bukit Indah Lestari Baturaja dengan nilai Sig. sebesar 0,000, dapat juga dilihat dari F hitung $114,525 > F\text{ tabel } 3,18$. Koefisien determinasi (R square) yang diperoleh sebesar 0,815, menunjukkan sumbangan pengaruh Komunikasi dan Promosi Jabatan terhadap Kinerja Karyawan sebesar 81,5% sedangkan sisanya 18,5% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini seperti faktor lingkungan kerja, motivasi kerja dan faktor lainnya (Susilawati and Mayasari 2022).

Kata Kunci: Komunikasi, Promosi Jabatan, Kinerja Karyawan