

ABSTRACT

Moch Alfian Bahruddin 120211100138, Title Research Influence Communication, Work Motivation, Morale on Employee Performance Community Self-Reliance Agency (BKM) Kemayoran Surabaya. Under the guidance of Helmi Buyung Aulia S. ST., SE., M.MT and Faidal, SE., MM.

The formulation of an issue in this study were (a) whether the communication influence on employee performance BKM Kemayoran Surabaya. (b) whether the work motivation influence on employee performance BKM Kemayoran Surabaya. (c) whether the morale effect on employee performance BKM Kemayoran Surabaya. (d) whether the communication, motivation, and morale influence simultaneously on employee performance BKM Kemayoran Surabaya. (e) Where the variable between communication, motivation, and morale has more influence on employee performance BKM Kemayoran Surabaya. The population is 70 people, while samples in this study were 63 people using purposive sampling technique. The method used is multiple linear regression analysis. Based on the analysis and discussion, it can be concluded that, communication variables shows the results of calculation t test was $t_{count} (2.511) > t_{table} (2.001)$ with significant value $0.015 < 0.05$. Thus in partial communication positive and significant impact on employee performance BKM Kemayoran Surabaya. work motivation test results t is $t_{count} (2.159) > t_{table} (2.001)$ with significant value $0.035 < 0.05$. Thus partially work motivation positive and significant impact on employee performance BKM Kemayoran Surabaya. variable morale shows the results of calculation t test was $t_{count} (2.151) > t_{table} (2.001)$ with significant value $0.036 < 0.05$. Thus partial variable morale positive and significant impact on employee performance BKM Kemayoran Surabaya. SPSS 16 calculation results showed that, $F_{hitung} (11.983) > F_{table} (2.76)$. Thus simultaneous communication variables, motivation and morale positive and significant impact on employee performance BKM Kemayoran Surabaya. viewed from three variables: communication, motivation, and morale is the highest beta value is variable communications at 0.294. Thus the communication variables dominant influence on employee performance BKM Kemayoran Surabaya. regression calculation results adjusted R Square obtained at 0.683. It means that 68.3% of employee performance BKM Kemyaoran Surabaya can be explained by the independent variables consisting of communication, motivation and morale while the remaining 31.7% is influenced by other variables not examined in this study.

Keywords: Communication, Work Motivation, Morale and Employee Performance