

## **ABSTRAK**

# **PENGARUH PERSEPSI KARYAWAN MENGENAI KUALITAS KOMUNIKASI VERTIKAL DAN HORISONTAL TERHADAP KEPUASAN KERJA**

Studi Kasus Bagian *Workshop*  
Perusahaan Kerajinan Perak TOM'S SILVER Yogyakarta

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Tujuan Penelitian ini adalah untuk mengetahui pengaruh persepsi karyawan mengenai kualitas komunikasi vertikal terhadap kepuasan kerja, pengaruh persepsi karyawan mengenai kualitas komunikasi horisontal terhadap kepuasan kerja dan pengaruh persepsi karyawan mengenai kualitas komunikasi vertikal dan horisontal terhadap kepuasan kerja karyawan.

Penelitian ini dilakukan di Perusahaan Kerajinan Perak TOM'S SILVER Yogyakarta pada bulan Desember 2002 sampai dengan Februari 2003. Populasi dalam penelitian ini adalah semua karyawan bagian *workshop* yang berjumlah 32 orang. Teknik pengumpulan data yang digunakan adalah kuesioner dan dokumentasi.

Untuk mengetahui pengaruh persepsi karyawan mengenai kualitas komunikasi vertikal terhadap kepuasan kerja, pengaruh persepsi karyawan mengenai kualitas komunikasi horisontal terhadap kepuasan kerja digunakan teknik analisis regresi linier sederhana, sedangkan untuk mengetahui pengaruh persepsi karyawan mengenai kualitas komunikasi vertikal dan horisontal terhadap kepuasan kerja digunakan teknik analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa : 1) terdapat pengaruh yang positif dan signifikan persepsi karyawan mengenai kualitas komunikasi vertikal terhadap kepuasan kerja ( $r = 0,693$ ;  $p=0,000$ ), 2) terdapat pengaruh positif dan signifikan persepsi karyawan mengenai kualitas komunikasi horisontal terhadap kepuasan kerja ( $r = 0,571$ ;  $p=0,001$ ), 3) terdapat pengaruh yang positif dan signifikan persepsi karyawan mengenai kualitas komunikasi vertikal dan horisontal terhadap kepuasan kerja ( $r = 0,495$  ;  $p=0,000$ ).

## **ABSTRACT**

### **THE INFLUNCE OF WORKERS' PERCEPTION OF VERTICAL AND HORIZONTAL COMMUNICATION QUALITY TOWARDS THEIR JOB SATISFACTION**

A Case Study at Workshop Department  
of "TOM'S SILVER" Silver Handicraft Company, Yogyakarta

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The aims of this research were to know (1) the influence of workers' perception of vertical communication quality towards their job satisfaction, (2) the influence of workers' perception of horizontal communication quality towards their job satisfaction and (3) the influence of workers' perception of vertical and horizontal communication quality towards their job satisfaction.

The research was conducted at "TOM'S SILVER" Silver Handicraft Company Yogyakarta from December 2002 to February 2003. The population in this research was all of 32 employees who worked at workshop department. The data collecting techniques used were questionnaire and documentation.

To know the influence of workers' perception of vertical communication quality towards their job satisfaction, and the influence of workers' perception of horizontal communication towards their job satisfaction, this research used simple linear regression analysis techniques, whereas to know the influence of workers' perception of vertical and horizontal communication quality towards their job satisfaction this research used multiple linear regression analysis techniques.

The findings of the research were as follows : (1) there was a positive and significant influence of workers' perception of vertical communication quality towards their job satisfaction ( $r = 0,693$ ;  $p= 0,000$ ), (2) there was a positive and significant influence of workers' perception of horizontal quality towards their job satisfaction ( $r = 0,571$ ;  $p= 0,001$ ), (3) there was a positive and significant influence of workers' perception of vertical and horizontal communication quality towards their job satisfaction ( $r= 0,495$  ;  $p=0,000$ ).