

ABSTRAK

**ANALISIS PENGARUH KOMUNIKASI INTERNAL DAN BUDAYA ORGANISASI
TERHADAP KINERJA KARYAWAN**

Studi Kasus pada Karyawan Rumah Sakit Panti Rapih Yogyakarta

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Penelitian dengan topik pengaruh komunikasi internal dan budaya organisasi terhadap Kinerja Karyawan ini memiliki tujuan. Tujuan tersebut diantaranya 1) menguji pengaruh komunikasi internal terhadap kinerja karyawan, 2) menguji pengaruh budaya organisasi terhadap kinerja karyawan, dan 3) menguji pengaruh Komunikasi internal dan budaya organisasi secara simultan terhadap kinerja karyawan.

Penelitian di Rumah Sakit Panti Rapih Yogyakarta menggunakan instrumen kuesioner. Populasinya adalah karyawan non medis yang berjumlah 154 karyawan. Teknik pengambilan sampel menggunakan *Convenience Sampling*. Uji regresi sederhana digunakan untuk melihat pengaruh antara variabel independen secara parsial terhadap variabel dependen. Uji regresi linear berganda untuk menguji pengaruh dua variabel independen secara simultan terhadap variabel dependen.

Hasil uji menunjukkan terdapat pengaruh secara parsial variabel komunikasi internal dan variabel budaya organisasi terhadap variabel kinerja. Komunikasi Internal dan Budaya Organisasi secara simultan juga berpengaruh terhadap Kinerja Karyawan.

Kata Kunci: Komunikasi Internal, Budaya Organisasi, Kinerja Karyawan

ABSTRACT

THE INFLUENCE OF INTERNAL COMMUNICATION AND CULTURAL ORGANIZATION ON EMPLOYEE PERFORMANCE
Case Study on Stone Panti Rapih Hospital, Yogyakarta

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This research on internal communication and organizational culture on employee performance aims 1) to test the influence of internal communication on employee performance, 2) to examine the influence of organizational culture on employee performance, and 3) to examine the effect of internal communication and organizational culture on employee performance simultaneously .

This research is conducted at Panti Rapih Hospital, Yogyakarta. Questionnaire is the instrument to collect the data. The population was 154 non-medical employees. The sampling technique used is Convenience Sampling. Simple linear regression is used to examine the influence of each independent variables on dependent variable. Multiple linear regression is applied to examine the influence of all independent variables simultaneously on dependent variable.

The test results showed that partially, internal communication and organizational culture influence the employee performance. Internal communication and cultural organization also has an effect simultaneously on employee performance.

Keywords: Communication, Organizational Culture, Employee Performance