

ABSTRACT

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THE INFLUENCE OF EFFECTIVE COMMUNICATION TOWARDS EMPLOYEE PERFORMANCE IN GRAND MERCURE HOTEL MEDAN

(xiv+62 pages; 6 figures; 41 tables; 13 appendices)

Communication that is created in Grand Mercure hotel will influence the performance of employees, because it depends on a person's ability to receive the message and provide feedback on information that has been received. The research is conducted at Grand Mercure hotel to examine the influence of communication on employee performance.

Communication occurs when information and understanding are transferred from one to another. While employee performance is a measure of the success of achieving the implementation of a policy program to achieve company goals.

The method used by the writer in this research is descriptive method and correlational method. The writer used quantitative research as the type of this research. Data analysis method used in the research are descriptive statistic, coefficient of correlation, coefficient of determination, linear regression analysis and hypothesis testing using Z test.

The result of coefficient of determination (R^2) is 0.542. It means that the 54,2% of employee performance is influenced by communication. The result of hypothesis z-test is 7,323. It means Zcount is higher than the value Ztable. Therefore, hypothesis alternative (H_a) is accepted that communication has influenced Employees Performance at Grand Mercure Hotel.

Grand Mercure Hotel Medan should pay attention towards the influence of communication such as willing to listen to suggestions and opinions of the organization in achieving the work, regulations to manage the employees and able to make decisions that the employees have agreed with.

Keywords: Communication, Employee Performance

References : 20