

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation	8
1.3 Problem Formulation	8
1.4 Objective of the Research	9
1.5 Benefit of the Study	9
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit.....	10
1.6 Systems of Writing.....	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	13
2.1.1 Family Business	13
2.1.2 Job Satisfaction	14

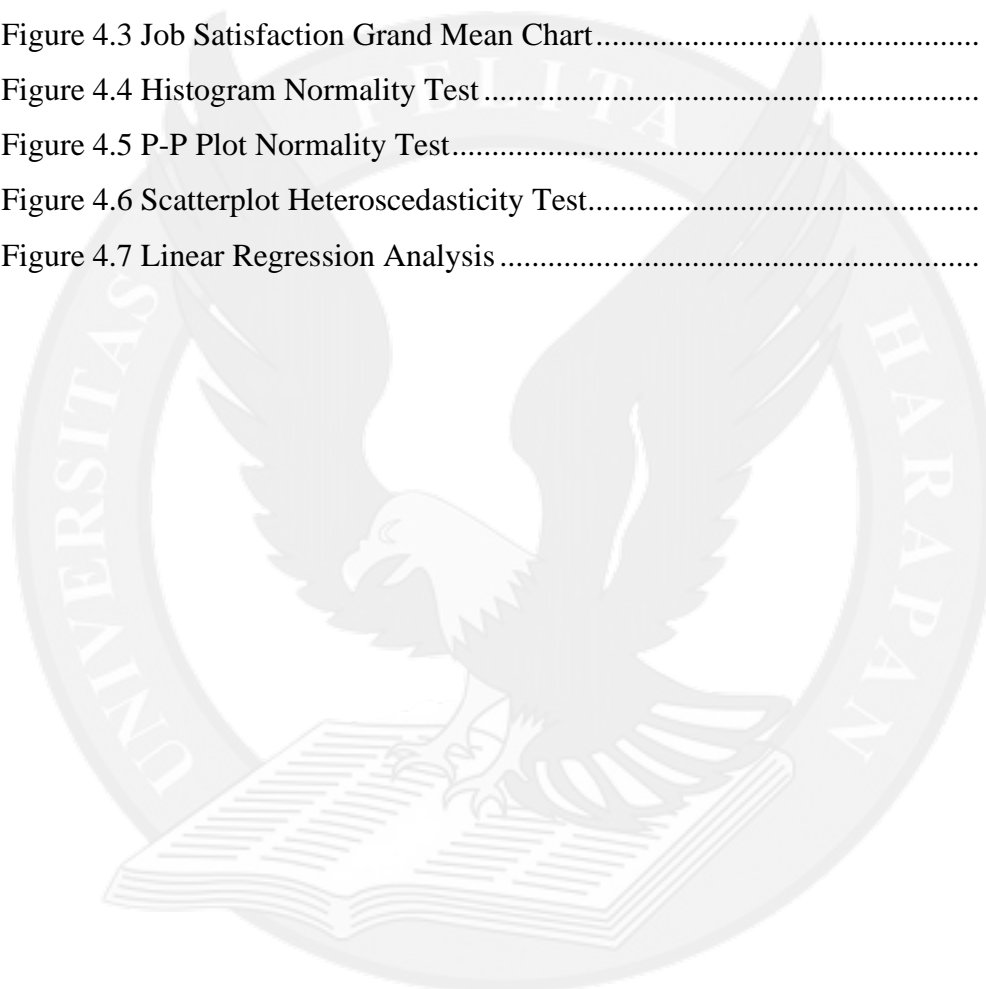
2.1.2.1 Definition of Job Satisfaction.....	14
2.1.2.2 Indicators on Job Satisfaction	16
2.1.3 Communication	17
2.1.3.1 Definition of Communication	17
2.1.3.2 Major Type of Communication.....	18
2.1.3.3 Indicators of Communication	20
2.1.4 The Influence of Communication on Job Satisfaction	25
2.2 Previous Research	26
2.3 Hypothesis Development	28
2.4 Research Model.....	29
2.5 Framework of Thinking	30
 CHAPTER III RESEARCH METHODOLOGY	
3.1 Research Design.....	31
3.2 Population and Sample.....	33
3.2.1 Population	33
3.2.2 Sample.....	34
3.3 Research Object	35
3.4 Data Collection Method	36
3.5 Operational Variable Definition and Variable Measurement	37
3.5.1 Operational Variable Definition.....	37
3.5.2 Variable Measurement	38
3.6 Data Analysis Method.....	39
3.6.1 Descriptive Statistics.....	39
3.6.2 Instrumental Test.....	43
3.6.3 Classical Assumption Test.....	45
3.6.4 Simple Linear Regression Test	47
3.6.5 Determination Test.....	47
3.6.6 Hypothesis Test.....	48

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View of Research Object.....	49
4.1.1 History of What The Fun Wedding Organizer Medan.....	49
4.1.2 Vision and Mission of What The Fun Wedding Organizer Medan ..	51
4.1.2.1 Vision of What The Fun Wedding Organizer Medan.....	51
4.1.2.2 Missions of What The Fun Wedding Organizer Medan	51
4.1.3 Organizational Structure at What The Fun Wedding Organizer Medan.....	51
4.1.4 Job Description and Field Function	52
4.2 Data Analysis and Discussion.....	57
4.2.1 Test of Research Instrument	57
4.2.1.1 Validity Test.....	58
4.2.1.2 Reliability Test.....	60
4.2.2 Descriptive Statistics.....	61
4.2.2.1 Respondent Characteristics	63
4.2.2.2 Explanation of Respondent on Research Variables	65
4.2.3 Result of Data Quality Testing.....	73
4.2.3.1 Classical Assumption Testing Result.....	73
4.2.3.2 Linear Regresssion Equation.....	78
4.2.4 Result of Hypothesis Testing	81
4.2.4.1 Coefficient of Determination	81
4.2.4.2 Partial Test (T-Test)	81
4.3 Discussion of Research Result	82
 CHAPTER V CONCLUSION	
5.1 Conclusion	86
5.2 Recommendations	87
 REFERENCES	 89

LIST OF FIGURES

	page
Figure 2.1 Research Model	29
Figure 2.2 Framework of Thinking.....	30
Figure 4.1 Organizational Structure of What The Fun Wedding Organizer....	52
Figure 4.2 Communication Grand Mean Chart	69
Figure 4.3 Job Satisfaction Grand Mean Chart.....	71
Figure 4.4 Histogram Normality Test.....	74
Figure 4.5 P-P Plot Normality Test.....	74
Figure 4.6 Scatterplot Heteroscedasticity Test.....	77
Figure 4.7 Linear Regression Analysis	80



LIST OF TABLES

	page
Table 1.1 Percentage of Job Satisfaction Term I 2020	5
Table 1.2 Percentage of Job Satisfaction Term II 2020	6
Table 2.1 Previous Research	26
Table 3.1 Operationalization of Research Variable	38
Table 3.2 Likert Scale	39
Table 4.1 Validity Test Result of Communication Variable.....	58
Table 4.2 Validity Test Result of Job Satisfaction Variable	59
Table 4.3 Reliability Test Result of Communication Statement Variable	61
Table 4.4 Reliability Test Result of Job Satisfaction Statement Variable	61
Table 4.5 Gender of Respondents	63
Table 4.6 Age of Respondent.....	63
Table 4.7 Educational Background	64
Table 4.8 Respondent Working Period	65
Table 4.9 Percentage Frequency Distribution (Variable X).....	65
Table 4.10 Percentage Frequency Distribution (Variable Y).....	69
Table 4.11 Mean Median and Mode	72
Table 4.12 Normality Test	75
Table 4.13 Linearity Test	76
Table 4.14 Glejser Test	78
Table 4.15 Linear Regression Analysis	78
Table 4.16 Determination Test T-Test	81
Table 4.17 T-Test	82

LIST OF APPENDICES

	page
APPENDIX A: RESEARCH QUESTIONNAIRE.....	A-1
APPENDIX B: RESPONDENT DATA OF PRE-TEST.....	B-1
APPENDIX C: RESULT OF VALIDITY TEST	C-1
APPENDIX D: RESULT OF RELIABILITY TEST	D-1
APPENDIX E: DESCRIPTIVE STATISTICS.....	E-1
APPENDIX F: CLASSICAL ASSUMPTION TEST RESULTS	F-1
APPENDIX G: LINEAR REGRESSION EQUATION RESULTS.....	G-1
APPENDIX H: HYPOTHESIS TESTING RESULTS	H-1
APPENDIX I: T-TABLE.....	I-1

