

ABSTRAK

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Program Studi : Ilmu Komunikasi (S2)
Judul :

PENGARUH IKLIM KOMUNIKASI, GAYA KOMUNIKASI, DAN PENGGUNAAN MEDIA *INTRANET* TERHADAP KEPUASAN KERJA KARYAWAN PT X TBK

(107 halaman; 7 gambar; 30 tabel; 6 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh variabel iklim komunikasi, gaya komunikasi, dan penggunaan media intranet terhadap kepuasan kerja karyawan. Metode survei telah digunakan untuk pelaksanaan penelitian. Data dikumpulkan dengan cara menyebar kuesioner kepada 145 orang responden yang dipilih secara random. Data penelitian dianalisis menggunakan statistik deskriptif dan inferensial.

Hasil penelitian menunjukkan bahwa ketiga variabel independen berpengaruh terhadap kepuasan kerja karyawan di dalam organisasi. Iklim komunikasi mempengaruhi kepuasan kerja karyawan sebesar 39,7%, kemudian gaya komunikasi berpengaruh sebesar 34,7%, dan penggunaan media intranet mempengaruhi kepuasan kerja karyawan sebesar 8,7%. Secara simultan, iklim komunikasi, gaya komunikasi, dan penggunaan media intranet mempengaruhi kepuasan kerja karyawan sebesar 48,5% secara signifikan positif.

Keeempat hipotesis dalam penelitian diterima dan terbukti bahwa *prinsip-prinsip hubungan komunikasi antara manusia* sesuai digunakan dalam penelitian kuantitatif ini.

Kata Kunci: iklim komunikasi, gaya komunikasi, penggunaan media intranet, kepuasan kerja karyawan.

Referensi: 77 Referensi

ABSTRACT

Name : Ratna Sari Hutasoit
Study Program : Magister of Communication Study
Title :

THE INFLUENCE OF COMMUNICATION CLIMATE, COMMUNICATION STYLE, AND USE INTRANET MEDIA ON EMPLOYEE JOB SATISFACTION OF PT X TBK EMPLOYEES
(107 pages; 7 images; 30 table; 6 attachments)

This study aims to determine the influence of communication climate, communication style and use intranet media on employee job satisfaction. The survey method has been used for conducting research. Data was collected by distributing questionnaires to 145 respondents who were randomly selected. The research data were analyzed using descriptive and inferential statistics.

The results of the study show the facts of the independent variables on employee job satisfaction in the organization. Communication climate affects job satisfaction by 39.7%, then communication style affects 34.7%, and intranet media use increases job satisfaction by 8.7%. Simultaneously, the communication climate, communication style, and media use increase employee job satisfaction by 48.5% significantly positive.

The four hypotheses in the study were accepted and it was proven that the principles of communication between humans were used accordingly in this quantitative study.

Keywords: *communication climate, communication style, use intranet media, employee job satisfaction.*

References: *77 References*