

ABSTRACT

(M. ALDIRA ZIDAN / 2100861201048 / 2025 / THE EFFECT OF COMMUNICATION, MOTIVATION AND CAREER DEVELOPMENT ON EMPLOYEE PERFORMANCE AT PERUMDA AIR UMUM TIRTA MAYANG KOTA JAMBI / LECTURER I UBAIDILLAH, SE, MM. / LECTURER II MUHAMMAD SYUKRI, SE, Sy, M.Ei.)

Communication, Motivation and career development play a very important role in employee performance. Therefore, the purpose of this study is to describe Communication, Motivation, career development and employee performance at PERUMDA Air Minum Tirta Mayang Kota Jambi and to analyze the influence of Communication, Motivation and career development on employee performance at PERUMDA Air Minum Tirta Mayang Kota Jambi simultaneously and partially.

The research method in this study is descriptive and quantitative. Distribution of questionnaires with the number of samples in this study were all employees at PERUMDA Air Minum Tirta Mayang Jambi City in 2024 as many as 76 people, Data analysis using SPSS Ver 23 and using a multiple linear regression model with the calculation results $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$.

Multiple linear regression model with the results $Y = 1.927 + 0.386X_1 + 0.439X_2 + 0.452X_3 + e$. The Communication regression coefficient (X_1) is 0.386, the Motivation regression coefficient (X_2) is 0.439 and the Career Development regression coefficient (X_3) is 0.452.

Determination Coefficient = R Square (R^2) of 0.879, this figure states that the variables Communication (X_1), Motivation (X_2) and Career Development (X_3) are able to explain the Performance variable (Y) of 87.9% and the remaining 12.1% is explained by other factors not included in this research model such as, Work Motivation, Work Environment, and others.

Communication (X_1), Motivation (X_2) and Career Development (X_3) simultaneously have a significant effect on the Employee Performance variable (Y). Communication (X_1), Motivation (X_2) and Career Development (X_3) partially have a positive and significant effect on Employee Performance (Y).

Keywords: Communication, Motivation, Career Development, Performance

ABSTRAK

(M. ALDIRA ZIDAN / 2100861201048 / 2025 / PENGARUH KOMUNIKASI, MOTIVASI DAN PENGEMBANGAN KARIR TERHADAP KINERJA PEGAWAI PADA PERUMDA AIR MINUM TIRTA MAYANG KOTA JAMBI / DOSEN I UBAIDILLAH, SE, MM. / DOSEN II MUHAMMAD SYUKRI, SE, Sy, M.Ei.)

Komunikasi, Motivasi dan pengembangan karir memegang peranan yang sangat penting dalam kinerja pegawai. Oleh karena itu, tujuan penelitian ini adalah untuk mendeskripsikan Komunikasi, Motivasi, pengembangan karir dan kinerja pegawai pada PERUMDA Air Minum Tirta Mayang Kota Jambi serta menganalisis pengaruh Komunikasi, Motivasi dan pengembangan karir terhadap kinerja pegawai pada PERUMDA Air Minum Tirta Mayang Kota Jambi secara simultan dan parsial.

Metode penelitian dalam penelitian ini adalah deskriptif dan kuantitatif. Penyebaran kuesioner dengan jumlah sampel dalam penelitian ini adalah pegawai pada PERUMDA Air Minum Tirta Mayang Kota Jambi tahun 2024 sebanyak 76 orang. Analisis data menggunakan SPSS Ver 23 dan menggunakan model regresi linier berganda dengan hasil perhitungan $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$.

Model regresi linier berganda dengan hasil $Y = 1,927 + 0,386X_1 + 0,439X_2 + 0,452X_3 + e$. Koefisien regresi Komunikasi (X_1) sebesar 0,386, koefisien regresi Motivasi (X_2) sebesar 0,439 dan koefisien regresi Pengembangan Karir (X_3) sebesar 0,452.

Koefisien Determinasi = R Square (R^2) sebesar 0,879, angka ini menyatakan bahwa variabel Komunikasi (X_1), Motivasi (X_2) dan Pengembangan Karir (X_3) mampu menjelaskan variabel Kinerja (Y) sebesar 87,9% dan sisanya sebesar 12,1% dijelaskan oleh faktor lain yang tidak dimasukkan dalam model penelitian ini seperti, Motivasi Kerja, Lingkungan Kerja, dan lain-lain.

Komunikasi (X_1), Motivasi (X_2) dan Pengembangan Karir (X_3) secara simultan berpengaruh signifikan terhadap variabel Kinerja Pegawai (Y). Komunikasi (X_1), Motivasi (X_2) dan Pengembangan Karir (X_3) secara parsial berpengaruh positif dan signifikan terhadap Kinerja Pegawai (Y).

Kata Kunci: Komunikasi, Motivasi, Pengembangan Karir, Kinerja