

ABSTRAK

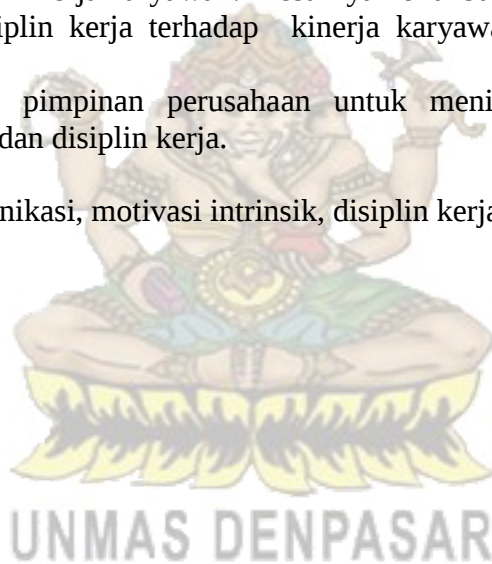
Menyadari begitu pentingnya pengelolaan sumber daya manusia dalam mencapai tujuan organisasi maka perusahaan dan pimpinan perlu meningkatkan perhatiannya terhadap karyawan dalam upaya meningkatkan kinerjanya. Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi, motivasi intrinsik, disiplin kerja terhadap kinerja karyawan Ladera Villa Ubud.

Jumlah sampel yang digunakan sebanyak 34 orang, menggunakan metode total sampling. pengumpulan data menggunakan kuesioner berskala likert. Metode analisis yang digunakan meliputi uji asumsi klasik berupa uji normalitas, uji multikolinearitas, uji heteroskedastisitas. Sedangkan uji hipotesis dilakukan menggunakan uji t.

Hasil penelitian menunjukkan bahwa komunikasi berpengaruh positif dan signifikan terhadap kinerja karyawan. Motivasi intrinsik berpengaruh positif dan signifikan terhadap kinerja karyawan, dan disiplin kerja berpengaruh positif dan signifikan terhadap kinerja karyawan. Besarnya kontribusi komunikasi, motivasi intrinsik dan disiplin kerja terhadap kinerja karyawan Ladera Villa sebesar 75,6%.

Diharapkan pimpinan perusahaan untuk meningkatkan komunikasi, motivasi intrinsik dan disiplin kerja.

Katakunci: Komunikasi, motivasi intrinsik, disiplin kerja, kinerja



ABSTRACT

Realizing the importance of human resource management in achieving organizational goals, companies and leaders need to increase their attention to employees in an effort to improve their performance. This study aims to analyze the effects of communication, intrinsic motivation, and work discipline on employee performance at Ladera Villa Ubud.

The number of samples used was 34, using the total sampling method. data collection using a Likert scale questionnaire The analysis method used includes the classic assumption test in the form of a normality test, a multicollinearity test, and a heteroscedasticity test. while hypothesis testing is done using the t test.

The results showed that communication has a positive and significant effect on employee performance. Intrinsic motivation has a positive and significant effect on employee performance, and work discipline has a positive and significant effect on employee performance. The magnitude of the contribution of communication, intrinsic motivation, and work discipline to the performance of Ladera Villa employees is 75.6%.

It is expected that company leaders improve communication, intrinsic motivation, and work discipline.

Keywords: communication, intrinsic motivation, work discipline, performance.

