

Influence of Organizational Communication on Employee Satisfaction at PT. Perkebunan Nusantara III Sei Putih

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ARTICLE INFO

Article history:
Received: 2018-02-05
Revised: 2018-03-20
Accepted: 2018-03-30

Keywords:

Organizational Communication,
Employee Satisfaction

ABSTRACT

This study aims to Determine the effect of organizational communication on employee job satisfaction at PT. Perkebunan Nusantara III Sei Putih. The research method used in this study is a quantitative method. Quantitative Methods is a research method that aims to describe what happens to the object with an effort to describe, record, analyze and interpret existing data. The population in this study were all employees of PT. Perkebunan Nusantara III Sei White, amounting to 50 people, while the sample is the entire population. Sampling uses a saturated / roomates census sampling technique uses the entire group of research of data in the population as research elements and subjects. The statistical test used is using the classic assumption test, hypothesis testing, simple linear analysis, correlation coefficient and determinant coefficient. The results of this study indicate that partially a significant influence on organizational communication on employee job satisfaction at PT. Perkebunan Nusantara III Sei Putih for tcount $2.978 > 1.667$ table. Then H_0 is rejected H_a is accepted and a significant value of $0.006 < 0.05$, so the hypothesis is accepted that organizational communication (X) has a significant effect on job satisfaction (Y) at PT. Perkebunan Nusantara III Sei Putih.

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1. Introduction

Social human beings in need of communication in his life, it means requires other people or groups to interact. It indicates the process of communication as a process of social interaction between individuals and other community groups. Interaction process spawned a variety of individual components, community groups, and organizations with leadership system. A leadership regularly communicates with his staff to deliver a variety of information relating to the activities of the company. In this case, a leader must be able to communicate better than in its staff so that the information conveyed more clearly and ultimately have an impact on the effectiveness of the work environment. Effective communication has a positive impact on performance, job satisfaction and commitment, as expressed Newstroom (kaswan, 2017: 325) that when effective communication, communication that tends to drive performance and better job satisfaction and feel more involved in the work. Communications run PT. Perkebunan Nusantara III Sei Putih there is still a bottleneck, especially assuming that is not explained by the leadership and among employees, assuming that is not communicated this might lead to confusion and loss of goodwill. Then the ability to listen well enough and too quick to judge, for example, many people are talking, but few are listening and the message expressed less well among fellow employees, for example, a manager who gives orders to his subordinates by using offensive language. Since one of the company's efforts in maintaining the job satisfaction of employees is a way to create a good organization and communication must be effective. When the communication is effective, then the communication would be likely to encourage a better job satisfaction.

2. Theory**A. Organizational communication**

According to Edwin B. Flippo (Mangkunagara, 2011: 145) states that the communication activities that cause others to interpret an idea, especially those intended by the speaker or writer. According to Dressler and Philip (kaswan, 2017: 327), communication is the delivery of information from one person to another to create an understanding and feeling the same. Meanwhile, according to Zelko and Dance (Muhammad, 2015: 66) said communication organization an interdependent system that includes internal communications and external communications. Internal communication is communication within the organization itself as the communication from subordinates to superiors, communication from superiors to subordinates, communication among employees at the same level. While external communication is communication by the organization to the outside environment,

From the description above it can be concluded that organizational communication is the process by which information was given and accepted, and understood among persons / parties. Because the company / organization is very complex, they need to develop channels of communication to move the information up, down, and sideways organizational structure. In addition, employees at the moment have a great desire to know what was going on. It is necessary for effective communication within the organization. When effective communication, communication that tends to drive performance and better job satisfaction.

Dimensions and indicators in organizational communication that is used as the operationalization of the variables are described as follows:

- Communication down
- Communications to the top
- horizontal communication

B. Job satisfaction

Build Wilson (2012: 327) states that an employee job satisfaction can feel the work is fun or not fun to work with. According to Locke (kaswan, 2017: 193) says that job satisfaction is an emotional state happy or positive emotions are derived from an assessment of a person's job or work experience. So the job satisfaction is a result of the employees' perception of how well the work they deliver the items considered important. Roe and Byars (Priansa, 2016: 291) states that high job satisfaction will encourage the realization of organizational goals effectively. While low levels of job satisfaction is a threat that will bring destruction and setback for the organization, quickly or slowly.

From the statement of some experts on the definition of job satisfaction, researchers were able to conclude that job satisfaction is a set of feelings of employees towards work, whether happy / Like or dislike / like as a result of interaction of employees with a work environment or as a perception of mental attitude, as well as the assessment results employees to work.

Dimensions and indicators used in the work motivation as the operationalization of the variables are described as follows:

- Salary
- Supervision (the relationship with the boss)
- promotion
- additional benefits
- Procedures and work rules
- Co-workers
- appreciation
- Communication

3. Research Methods

The research method used is quantitative method. Collecting data using research instruments, quantitative data analysis / statistics with the aim to test the hypothesis that has been set. The variables in this study organizational communication (X) and employee satisfaction (Y). While the object of research is the entire staff of employees of PT. Perkebunan Nusantara III Sei Putih.

The research was conducted at the office of PT. Perkebunan Nusantara III Sei Putih located on Jl. Sei Complex Coral, White Sei Gardens Galang sub district, Deli Serdang regency. The research was conducted in March until August 2019.

Data analysis techniques used include: (1) Description of respondent data (2) Classical Assumption Test including normality test (3) Testing Hypothesis. Hypothesis testing to determine whether there is a relationship between the independent variable on the dependent variable.

4. Results and Discussion

A. Coefficient of Determination and Correlation Coefficient

Coefficient of Determination explaining how much the dependent variable can be explained by independenya variables in the model. The value of the coefficient of determination R Square seen in Table Model Summary, which is in the range of 0 to 1. The closer the number 1 then the model can be said to be good, because the dependent variable explained by the independent variable.

Table 1
Results Coefficient of Determination and Correlation Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853a	.728	.722	2,829
a. Predictors: (Constant), Komunikasi_Organisasi				

From the table above it can be concluded that:

1. R2 determination coefficient (R Square) of 0.728 or (72%). This shows that the percentage of the effect of organizational communication to variable employee satisfaction by 72%. While the remaining 28% are influenced or explained by other variables outside variables used in this study.
2. The value of the correlation coefficient (R) of 0.853 indicates that there is a very close relationship between organizational communication to variable employee satisfaction.

B. Resultt test

This test is used to determine whether the independent variable in the regression model (X) partially significant influence on the dependent variable (Y).

Table 2
Test Results Hypothesis Test with t

Coefficientsa						
Model		Coefficients unstandardized		standardized	t	Sig.
		B	Std. Error	beta		
1	(Constant)	20 625	25 772		.800	.430
	Communication	1,275	.428	.490	2,978	.006

a. Dependent Variable: Satisfaction

Based on the above results is known that variable of organizational communication has t value of 2.978 is greater than t table of 1.677. Then H0 is rejected and Ha received significant value 0.006 t less than 0.05, we conclude that the hypothesis is accepted organizational communication (X) have a significant effect on job satisfaction (Y) at PT. Perkebunan Nusantara III Sei Putih.

C. Simple Linear Regression Analysis

In simple linear regression analysis was used to determine the effect of organizational communication organizational communication with (X) and job satisfaction (Y) at PT. Perkebunan Nusantara III Sei Putih. Results of simple linear regression analysis using SPSS version 25, as shown in Table 2.

Based on Table 2 above, the simple linear regression equation in the study are:

$$Y = 20.625 + 1.275 X$$

The equation can be translated:

- a. Constants of 20.625, implies that the value of the variable is consistent job satisfaction is at 20.625.
- b. X regression coefficient of 1.275 states that each additional 1 point of communication, the satisfaction score increased by 1,275. The regression coefficient is positive, so that it can be said that the direction of influence of variable X to Y is positive.

5. Conclusions

Based on the analysis that has been obtained, it can be concluded that there is a positive and significant impact on the organization's communication on job satisfaction of employees at PT. Perkebunan Nusantara III Sei Putih. This means that if the communication organization that is run by PT. Perkebunan Nusantara III Sei Putih has increased so may result in increased job satisfaction, and vice versa if the organizational communication variables decreases the job satisfaction will decrease. And when effective communication, communication that tends to drive performance and better job satisfaction.

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