

ABSTRACT

The purpose of this study was to determine how much influence internal communication, and work discipline on the performance of Sales and Marketing Department employees at InterContinental Bali Resort. This study focuses on the problems being faced by Sales and Marketing Department employees at the InterContinental Bali Resort Hotel. The data used is quantitative. This research was conducted with a survey in the form of a questionnaire to employees who have been determined as respondents. The population used in this study were all employees in the Sales and Marketing Department of InterContinental Bali Resort, about 30 employees. The technique of determining the number of samples used in this study is the census method, for all 30 employees. The data analysis technique used is multiple regression analysis, which is preceded by validity and reliability test analysis, classical assumption test consisting of normality test, multi-collinearity test, and heteroscedasticity test. In addition to multiple linear regression tests, determination tests, t-tests and F tests were also carried out. The results of this study indicate that 1) internal communication has a positive and significant effect on employee performance at InterContinental Bali Resort, with a t value of 2.394 which is greater than the t_{table} of 1.706. 2) Work discipline has a positive and significant effect on employee performance at InterContinental Bali Resort, with a t value of 3.503 which is greater than the t table of 1.706. 3) Simultaneously, internal communication and work discipline affect employee performance as evidenced by the calculated F value of 27.095 which is greater than the F table of 3.73. The regression equation in this study is $Y = 2.838 + 0.316X_1 + 0.348X_2$. The determining degree of the influence of internal communication, and work discipline is 66.7% on the performance of InterContinental Bali Resort employees.

Keywords: Internal Communication, Work Discipline, Employee Performance

ABSTRAK

Tujuan dilakukannya penelitian ini adalah untuk mengetahui seberapa besar pengaruh komunikasi internal dan disiplin kerja terhadap kinerja karyawan *Sales & Marketing Department* di InterContinental Bali Resort. Objek penelitian ini berfokus pada karyawan *Sales & Marketing Department* di Hotel InterContinental Bali Resort. Data yang digunakan merupakan data kuantitatif. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada karyawan. Populasi yang digunakan dalam penelitian ini adalah jumlah karyawan di *Sales & Marketing Department* InterContinental Bali Resort yang berjumlah 30 karyawan. Teknik penentuan jumlah sampel yang digunakan dalam penelitian ini yaitu dengan metode sensus, sehingga jumlah sampel dalam penelitian ini adalah 30 orang. Teknik analisis data yang digunakan meliputi uji validitas dan reliabilitas, uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas, uji regresi linier berganda, uji determinasi, uji t dan uji F. Hasil dari penelitian ini menunjukkan bahwa 1) komunikasi internal berpengaruh positif dan signifikan terhadap kinerja karyawan pada InterContinental Bali Resort, dengan nilai t_{hitung} sebesar $2,394 > t_{Tabel}$ sebesar $1,706$. 2) Disiplin kerja berpengaruh positif dan signifikan terhadap kinerja karyawan pada InterContinental Bali Resort, dengan nilai t_{hitung} sebesar $3,503 > t_{Tabel}$ sebesar $1,706$. 3) Secara serempak atau bersama-sama komunikasi internal, dan disiplin kerja berpengaruh terhadap kinerja karyawan yang dibuktikan oleh nilai F hitung sebesar $27,095 > F$ Tabel sebesar $3,73$. Persamaan regresi dalam penelitian ini yaitu: $Y = 2,838 + 0,316X_1 + 0,348X_2$. Sebesar 66,7% kinerja karyawan InterContinental Bali Resort dipengaruhi oleh komunikasi internal, dan disiplin kerja.

Kata Kunci: Komunikasi Internal, Disiplin Kerja, Kinerja Karyawan