

ABSTRACT

THE INFLUENCE OF COMMUNICATION AND MOTIVATION ON EMPLOYEE PERFORMANCE THROUGH JOB SATISFACTION AT PT. INDOMARCO PRISMATAMA

(Case Study of Parung Area Manager South Tangerang Branch)

This study aims to analyze the effect of Communication (X1) and Work Motivation (X2) on Employee Performance (Y) through Job Satisfaction (Z) at PT. Indomarco Prismatama. This study uses a quantitative approach with the Structural Equation Modeling (SEM) analysis method based on Partial Least Squares (PLS), which is carried out using SmartPLS 3 software. The results of the hypothesis test show that Communication (X1) and Work Motivation (X2) have a significant positive effect on Employee Performance (Y), with P Values of 0.041 and 0.004, respectively, indicating that both variables play an important role in improving employee performance. However, the effect of Job Satisfaction (Z) on Employee Performance (Y) was not proven to be significant, with a P Value of 0.065, indicating that other factors are more dominant in influencing performance. In addition, Communication (X1) and Work Motivation (X2) have a significant effect on Job Satisfaction (Z). For the variable Job Satisfaction (Z) does not mediate the effect of Communication (X1) on Employee Performance (Y), but for the effect of Job Satisfaction (Z) mediates the effect of Motivation (X2) on Employee Performance significantly. Testing using SmartPLS 3 shows that the research model has a good R² value for performance (0.518) and job satisfaction (0.648), and a Goodness of Fit (GoF) value of 0.554, which indicates that the model has moderate predictive power. This study provides important emphasis for PT. Indomarco management to strengthen internal communication and strategic motivation in order to improve employee performance.

Keywords: Communication, Motivation, Job Satisfaction, Employee Performance.