

The Influence Of Organizational Communication Towards Work Motivation At Bappelitbangda Office Of Luwu Regency

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Abstract This study was intended to measure the effect of the Work Communication variable on Employee Performance at BAPPELITBANGDA Office of Luwu Regency. Organizational communication variables have an influence on employee performance. This research applied quantitative methods using simple regression. Respondents used as samples in this study were 63 people using probability sampling as a method of sampling. The research instrument used to process data in this study was SPSS 21. The results of testing using the application SPSS 21 indicate that the variables in this study, namely organizational communication significantly affect the variable of work motivation. This result shows significance value of 0,000. The results of the coefficient of determination indicate that organizational communication vaeribal influence the work motivation variable by 40.2%. Based on the previous results, it can be concluded that communication skills in organizing have a very good category. For employee work motivation variables included in the high category. There are some things that need serious attention in conveying communication such as the delivery of information with other intermediaries and the ability to work done by employees.

Keywords: Organizational Communication, Employee Motivation

1. Introduction

Communication is a means by which a person interacts with others, both in organizational life and in everyday life. Communication organization is an instrument used as a liaison and motivational driver between each section so that an organization can move forward.

The communication process is carried out to create organizational goals at BAPPELITBANGDA Office of Luwu Regency . Organizational communication is not only creating organizational goals but also creating more efficient relationships in finishingt work.

Organizational communication has been developing for a long time. The theory of organizational communication is much put forward by Frederick Taylor's theory (management theory) and Max Weber's theory (bureaucratic theory) which emphasizes that communication in organizations is managed by clear criteria. In the 60s and 70s the meaning of the organization developed as a system that was widely debated by experts in the fields of management, culture, historians, and values that prevailed in the organization.

Organizational communication not only developed in many large companies but also in government agencies, so that the organizational communication paradigm has become a necessity in building communication among employees, especially at BAPPELITBANGDA

Office in Luwu Regency, it is applied to increase employee participation in improving services .

In order to improve services, the Bappelitbangda office of Luwu Regency needs to implement effective and efficient organizational communication. Communication that is less than optimal can cause the service to be provided is not optimal. For this reason, it is interesting to study the role of organizational communication on employee motivation at the Bappelitbangda Office of Luwu Regency.

2. Literature Review

2.1 Organizational Communication

Organizational communication is widely used as the variable most widely studied in various studies of the organization. The concept has become an important part to be analyzed as a hypothesis that connects communication and work motivation are interrelated.

According to [1] explain the implementation of organizational communication, work environment and employee development on employee morale, with a sample of 114 employees at Regional Secretary of Grobogan Regency, the results of the study showed that organizational communication affected work morale.

2.2 Work Motivation

Work motivation is the thrust that causes an individual or member of the organization to be ready and moving to carry out various activities both individual and organization that are entrusted as their responsibilities to be carried out in order to support the organizational goals that have been previously planned. [2]. Motivation is the giving of a thrust that creates the excitement of one's work, so that they want to work in a team, work effectively and structured with all their power and efforts to achieve satisfaction [3]. Motivation in the organization aims to encourage the spirit of the members of the organization, increase productivity, discipline, and create organizational well-being in order to achieve organizational goals well.

ERG theory is an extension of Existence, Relatedness, and Growth. Alderfer [4] try to expand the theories of Herzberg and Maslow. According to Alderfer there are three categories of needs, namely:

- a) The need for existence (*Existence Need*)
These needs are needs that can be fulfilled through a number of material conditions, so these needs are closer to physiological and safety needs. Examples of physiological and safety needs are eating, drinking, shelter, clothing, personal and psychological safety, job security, salary, working conditions.
- b) Related Needs (*Relatedness Need*)
This need is a need that can be fulfilled through communication and exchange of opinions between individuals contained in the organization. So that these needs are closer to social needs. Relationship needs are human needs to establish social relationships with friends, family, coworkers, communities in the surrounding environment and other important people, as well as feelings to be recognized.
- c) The need to grow (*Growth Need*)
This need is a need that can be fulfilled through involvement in the work environment, in which mobilize all the capabilities they have and the ability to learn new things to

develop. So that this need is closer to the need for appreciation and self-actualization. The need to develop is the human need to develop itself based on the wishes.

To improve employee performance, the Organizational Communication variable needs to get really serious attention from the Luwu Regency Government. If these variables are managed well, it is expected that the performance of the Employees of the General Section at Regional Secretaria of Luwu Regency will increase significantly, so it can be stated in the conceptual framework as follows:

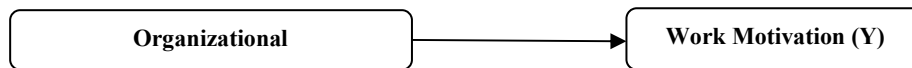


Fig.1. Conceptual Framework

3. Method

In this study, the researcher applied quantitative methods to find out how the effect of organizational communication has an impact on work motivation. According to [5], quantitative research based on the understanding of empiricism positivism, which sees that the truth is in facts that are proven empirically. This study also used data processed statistically [6] states that quantitative research is a study that uses statistical analysis to get the findings. The main characteristics include formal and systematic measurement and the use of statistics.

This type of research used in this research was descriptive and causal research. According to [7] Descriptive method is a statistic used to analyze data by describing or describing data that has been collected as it is without the intention of making conclusions that are applicable to the general and generalizations. [8] explain about descriptive and causal studies, descriptive studies according to Sekaran and Bougie are to find out and be able to explain the characteristics of the variables studied in a situation. Then a causal study is a study in which the researcher wants to find the cause of one or more problems. Causal studies can state that variable X causes variable Y.

The population in this study were employees of the Bappelitbangda office of Luwu Regency with a total sample of 63 people. Data collection is done by distributing questionnaires, then the collected data will be tested for validity and reliability and then analyzed using the SPSS statistical tool.

4. Result And Discussion

This study aimed to determine whether there is an influence of Organizational Communication on Work Motivation of BAPELITBANGDA Employees at Luwu Regency . The regression used in this study was simple regression.

Table 1. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	12.640	1.219		10.372	.000
1 Organizational Communication (X)	.069	.137	.065	.506	.615

a. Dependent Variable: Work Motivation (Y)

From the results of the simple linear regression analysis above we can see the equation based on the formula:

$$Y = a + bx, \text{ or}$$

$$Y = 12.60 + 0.069 + e$$

The equation of linear can be defined as a coefficient of regression variable X of 0.069 which means that any organizational communication will have an impact on the work motivation variable (Y) which is positive. Explanation of the significant results is that the higher the organizational communication, the higher the work motivation of employees at BAPPELITBANGDA Office of Luwu Regency .

This research is in line with the results of research which states that employees will work better if they are motivated. Means that management of a company must actively increase motivation in workers. Both internally and externally, providing benefits and raising wages and recognizing an employee's views and encouraging initiative.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.638	.748	.1.166

a. Predictors: (Constant), Organizational Communication (X)

From the results obtained are tabulated above the coefficient value is reflected (adjusted R²) which is 0.748. So the magnitude of the variable Influence of Organizational Communication Against Work Motivation Employees of Luwu Regency Bapelitbangda Office can be seen from the variation of compensation variables that is 74.8% while the remaining 25.20% is also influenced by other factors.

5. Conclusion

The conclusion that can be drawn is that organizational communication plays an important role in employee performance. This is in line with some of the findings of previous studies which state that with proper communication employees can know what to do in order to provide maximum service so that organizational goals can be achieved.

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