

ABSTRACT

THE RELATION BETWEEN COMMUNICATION AND THE EMPLOYEES' JOB DISCIPLINE AT CHANDRA SUPER STORE TANJUNG KARANG BRANCH IN BANDAR LAMPUNG

BY

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Chandra Super Store Tanjung Karang Branch as the third branch of Chandra Super Store is one of retail companies in Bandar Lampung. Increasing of competitors' number at the same area makes the management of Chandra Super store Tanjung Karang improves their products' quality. The maximum results as the objective of the company will be easily to be reached by the existence of high job discipline from all of the employees. One of the ways that must be conducted to achieve high job discipline for all of the employees is by using effective communication. The problem discussed in this research is: "is there any relation between the conduction of communication and the improvement of the employees' discipline at Chandra Super Store Tanjung Karang Branch in Bandar Lampung.

The objective of the research is to find out the relation between communication and the employees' job discipline at Chandra Super Store Tanjung Karang Branch. The hypothesis is communication has positive relation with the improvement of the employees' discipline at Chandra Super Store Tanjung Karang Branch. The taking of the sample had been conducted by *non probability sampling* with *purposive sampling* as the technique chosen. It had been gotten 86 respondents as the sample after the counting had been conducted. The analysis used is quantitative. The approaches used are correlation of product moment and qualitative analysis.

The number of *product moment* correlation was 0,812 with $N = 86$, it means that there was very strong relation between communication and employees' job discipline, it was known based on the result of discussion that had been conducted. Meanwhile, the relation directs to the positive because r has positive value, it means that the better of communication's conduction will improve the employees' job discipline at Chandra Super store Tanjung Karang branch. Beside that, the hypothesis examination used *uji-t* and it was gotten that the value of $t_{hitung} (12,751) > t_{table} (1,989)$. As a result, it can be concluded that H_0 is refused and H_a is accepted. It means that free variable as a whole (communication) has positive relation with the free variable (job discipline).

The suggestion that has been given to management of Chandra Super Store Tanjung Karang Branch is: a must to increase the optimality of communication's conduction activity in the company so that the employees' job discipline can be increased and even will give more value for the company its self.