

ABSTRACT

THE INFLUENCE OF COMMUNICATION TOWARD EMPLOYEE PERFORMANCE AT PT PLN (SHARE) TANJUNG KARANG BRANCHES IN BANDAR LAMPUNG

BY

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Electricity is one of infrastructure that hold important role in national development. PT PLN (share) Tanjung Karang branch in Bandar Lampung as one of business unity that managed electrical service effort at Lampung Province. realize aim of company of course be needed communication as tool that can motivate the employee to come along to impersonate mobile in giving idea, brainchild, information, experience and the ability in finishing job so it simplify create good performance from employee.

Problem that happen PT PLN (share) Tanjung Karang branch in Bandar Lampung is attendance level that still tall relative that causes communication intensity and electricity sale realization not yet achieve target every year. So troubleshoot that formulated in this research is whether the communication has influence toward performance in PT PLN (share) Tanjung Karang branch in Bandar Lampung?

The aim of this research is to know communication influence towards employee performance in PT PLN (share) Tanjung Karang branch in Bandar Lampung.

Hypothesis that submitted in this research is communication influence existence towards employee performance in PT PLN (share) Tanjung Karang branch in Bandar Lampung. Data that used in this research is primary data. Tool analysis that used in research is quantitative analysis and qualitative analysis.

Quantitative analysis is done by using simple linear regression formula. Based on the calculation result is got standard regression coefficient as big as 0,317. This matter means that it has influence towards employee performance so little. Simple regression similarity result as follows: $Y = 26,758 + 0,317X$. While qualitative analysis is done by analyze troubleshoot based on the several human resource management theories. Communication have positive influence and significant towards employee performance in PT PLN (share) Tanjung Karang branch in Bandar Lampung.

Based on analysis result, suggestion that can be given is PT PLN (share) Tanjung Karang branch in Bandar Lampung must braid good communication to avoid information indistinctness that can cause communication misconception, so that job can be fast to be finished and not until disturb corporate activity smoothness in PT PLN (share) Tanjung Karang branch in Bandar Lampung.