

ABSTRACT

The research aims to know the influence of internal communication to the discipline of work and the impact on employee productivity. The object for this research is employees of PT. Banyu Biru Ciptakreasi that located in Jakarta. This research was done to 43 respondents. Data analysis which is used is Component or Variance Based Structural Equation Modeling (Partial Least Square (Smart-PLS)).

The result of this research shows that internal communication provides a positive and significant effect on the employee productivity. Then the discipline of work also provide a positive and significant effect on the employee productivity. And internal communication provides a positive and significant effect on the discipline of work.

Keywords : internal communication, discipline of work, employee productivity, partial least square (Smart-PLS)



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi internal terhadap disiplin kerja dan dampaknya terhadap produktivitas karyawan. Objek dalam penelitian ini adalah karyawan PT. Banyu Biru Ciptakreasi yang berlokasi di Jakarta. Penelitian ini dilakukan terhadap 43 responden. Analisis data yang digunakan adalah *Component* atau *Variance Based Structural Equation Modeling (Partial Least Square (Smart-PLS))*.

Hasil penelitian ini menunjukkan bahwa komunikasi internal memberikan pengaruh yang positif dan signifikan terhadap produktivitas karyawan. Kemudian disiplin kerja memberikan pengaruh yang positif dan signifikan terhadap produktivitas karyawan. Dan komunikasi internal memberikan pengaruh yang positif dan signifikan terhadap disiplin kerja.

Kata kunci : komunikasi internal, disiplin kerja, produktivitas karyawan, *partial least square (Smart-PLS)*

