

ABSTRAK

Pandemik Covid 19 menjadi krisis bagi mayoritas perusahaan, salah satunya pada perusahaan jasa ekspedisi. Hal ini karena masyarakat mulai kembali berbelanja offline ditambah dengan melemahnya daya beli masyarakat sehingga memberikan dampak terhadap pendapatan dan profitabilitas perusahaan kurir di Indonesia. Namun pada tahun buku 2022 SAPX Express mampu mengalami kenaikan pendapat dibandingkan dengan maraknya perusahaan yang gulung tikar. Hal ini tidak lepas dari kinerja karyawan SAPX Express. Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi internal dan gaya kepemimpinan terhadap kinerja karyawan SAPX Express. Teori yang digunakan adalah Relationship Management Theory, Path Goal Theory dan Affective Event Theory. Metodologi penelitian yang digunakan yaitu pendekatan kuantitatif deskriptif. Populasi penelitian ini adalah karyawan Head Office SAPX Express, didapatkan sampel 90 orang dengan rumus Slovin. Teknik pengambilan sampel menggunakan Simple Random Sampling. Teknik pengumpulan data melalui penyebaran kuesioner yang telah melalui tahapan uji validitas dan reliabilitas. Data yang terkumpul dianalisis dengan menggunakan uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linear berganda, uji t dan uji koefisien determinasi menggunakan SPSS 29. Hasil penelitian menunjukkan bahwa variabel komunikasi internal berpengaruh terhadap kinerja karyawan SAPX Express berdasarkan hasil pengujian hipotesis dengan hasil thitung $3,292 > t_{tabel} 1,66256$, sedangkan gaya kepemimpinan berpengaruh terhadap kinerja karyawan SAPX Express dengan hasil thitung $3,139 < t_{tabel} 1,66256$. Koefisien determinasi menunjukkan besarnya pengaruh komunikasi internal dan gaya kepemimpinan terhadap kinerja karyawan SAPX Express, yaitu sebesar 24,5%. Hasil uji regresi menunjukkan nilai konsistensi variabel Y sebesar 20,408, sedangkan koefisien regresi komunikasi internal sebesar 0,370 dan gaya kepemimpinan sebesar 0,330. Dari temuan tersebut dapat disimpulkan bahwa komunikasi internal berpengaruh secara parsial dan signifikan terhadap kinerja karyawan SAPX Express, begitu juga dengan gaya kepemimpinan berpengaruh secara parsial dan signifikan terhadap kinerja karyawan.

Kata kunci : Komunikasi internal, gaya kepemimpinan, kinerja karyawan

ABSTRACT

The Covid 19 pandemic has become a crisis for the majority of companies, one of which is the expedition service company. This is because people are starting to return to offline shopping coupled with weakening purchasing power, which has an impact on the revenue and profitability of courier companies in Indonesia. However, in the financial year 2022 SAPX Express was able to experience an increase in opinion compared to the rise of companies that went out of business. This cannot be separated from the performance of SAPX Express employees. This study aims to analyze the effect of internal communication and leadership style on SAPX Express employee performance. The theories used are Relationship Management Theory, Path Goal Theory and Affective Event Theory. The research methodology used is a descriptive quantitative approach. The population of this study were SAPX Express Head Office employees, a sample of 90 people was obtained using the Slovin formula. The sampling technique used Simple Random Sampling. Data collection techniques through distributing questionnaires that have gone through the validity and reliability test stages. The collected data were analyzed using normality test, multicollinearity test, heteroscedacity test, multiple linear regression test, t test and coefficient of determination test using SPSS 29. The results showed that internal communication variables affect the performance of SAPX Express employees based on the results of hypothesis testing with the results of $t_{count} 3.292 > t_{table} 1.66256$, while leadership style affects the performance of SAPX Express employees with the results of $t_{count} 3.139 < t_{table} 1.66256$. The coefficient of determination shows the effect of internal communication and leadership style on SAPX Express employee performance, which is 24.5%. The regression test results show the consistency value of variable Y of 20.408, while the regression coefficient of internal communication is 0.370 and the leadership style is 0.330. From these findings it can be concluded that internal communication partially and significantly affects the performance of SAPX Express employees, as well as leadership style partially and significantly affects employee performance.

Keywords: Internal communication, leadership style, employee performance