

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh yang signifikan dari *downward communication* dan iklim komunikasi organisasi terhadap kinerja karyawan di PT Rifan Financindo kantor pusat unit Axa Tower Kuningan Jakarta Selatan.

Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif dan paradigma positivistik. Populasi dalam penelitian ini adalah seluruh karyawan PT Rifan Financindo kantor pusat unit Axa Tower Kuningan Jakarta Selatan mulai dari level *Business Consultant* (BC), *Senior Business Consultant* (SBC) dan Manager sebanyak 155 orang dengan teknik sampling *Proportional Stratified Random Sampling*.

Hasil penelitian menunjukkan bahwa variabel *downward communication* tidak berpengaruh secara signifikan namun memberikan kontribusi positif bagi kinerja karyawan di PT Rifan Financindo kantor pusat unit Axa Tower Kuningan Jakarta Selatan artinya butir pertanyaan kuesioner dalam penelitian ini hanya berlaku untuk sampel penelitian bukan untuk populasi secara keseluruhan, sedangkan variabel iklim komunikasi organisasi berpengaruh secara signifikan terhadap kinerja karyawan di PT Rifan Financindo kantor pusat unit Axa Tower Kuningan Jakarta Selatan.

Kesimpulan penelitian ini adalah variabel *downward communication* dan variabel iklim komunikasi organisasi secara simultan atau bersama-sama memengaruhi variabel kinerja karyawan.

Kata kunci: *downward communication*, iklim komunikasi organisasi, kinerja karyawan

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ABSTRACT

This research aims to determine the significant influence of downward communication and organizational communication climate on employee performance at PT Rifan Financindo, head office of Axa Tower Kuningan unit, South Jakarta.

This research uses a survey method with a quantitative approach and a positive paradigm. The population in this study were all employees of PT Rifan Financindo, head office of Axa Tower Kuningan unit, South Jakarta, starting from the Business Consultant (BC), Senior Business Consultant (SBC) and Manager levels, totaling 155 people using the Proportional Stratified Random Sampling sampling technique.

The results of the research show that the downward communication variable does not have a significant effect but makes a positive contribution to employee performance at PT Rifan Financindo, head office of Axa Tower Kuningan unit, South Jakarta, meaning that the questionnaire questions in this study only apply to the research sample, not to the population as a whole, while the variables organizational communication climate has a significant effect on employee performance at PT Rifan Financindo, head office of Axa Tower Kuningan unit, South Jakarta.

The conclusion of this research is that downward communication variables and organizational communication climate variables simultaneously or together influence employee performance variables.

Keywords: downward communication, organizational communication climate, employee performance

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