

THE INFLUENCE OF COMMUNICATION AND ORGANIZATIONAL CULTURE ON JOB SATISFACTION AT PT. MITRA AGUNG

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Accepted by Editors: 14-06-2023 | Completed Revision: 27-06-2023 | Published: 29-06-2023

Abstract

This study supposed to analyze the influence of communication and organizational culture on job satisfaction. Population in this study employees at PT. Mitra Agung Swastika, with a total of 80 respondents. Data collection methods using interviews and questionnaires. Data analysis techniques using multiple regression. The results showed that communication has a positive and significant effect on job satisfaction, organizational culture has a positive and significant effect on job satisfaction, communication and organizational culture has a positive and significant effect on job satisfaction, and the coefficient of determination of the variation of the dependent variable is communication and organizational culture has a contribution to job satisfaction at PT. The Grand counterpart of the Swastika in the category of strong.

Keywords: Communication, Organizational Culture, Job Satisfaction

1. Introduction

Human resources is an important source of competitive advantage in determining the success of an organization or company (H. A. H. S. R. Nasib, 2022). Human resources as the spearhead of the company's success cannot be separated from the human resources in it because almost every activity in the company uses labor (Pebri, 2020). Human resources have different feelings, thoughts and needs (F. R. A. L. S. S. Y. L. Nasib, 2023). Therefore, the company really needs to pay attention to this situation considering that human resources as one of the determining factors for the success of the company, comfortable working conditions are able to encourage and allow employees to develop and improve their abilities optimally (Syaifuddin, 2022). To create these conditions the company must pay attention to the factors that will lead to job satisfaction for employees (S. Y. F. R. A. L. D. A. Nasib, 2023).

The factors that affect employee job satisfaction have different levels according to the value that applies to him (Y. S. D. M. F. R. A. L. Nasib, 2023). The higher the assessment of the activity, perceived in accordance with the wishes of the individual, the higher the satisfaction with the activity (Martin, 2018). In this regard, the factors commonly included in job satisfaction at the individual level are personality and emotions, values and attitudes, abilities, perceptions, motivation, individual learning (S. C. S. A. Y. Nasib,

2019). Seen from the group level are communication, group decision making, leadership and trust, group structure, conflict, power and politics, and work environment, and work teams.

According to (Effendy, 2017) that communication is defined as the process of delivering a message by someone to others to inform or to change opinions and attitudes, opinions or behaviors, either orally or in writing, or indirectly but through the media. Organizational culture is the values, norms, beliefs, attitudes and assumptions that shape how each individual in the organization acts and behaves in performing each task and job. Values in an organization's culture are what people believe to behave in that organization. Norms are unwritten rules by which individuals behave.

PT. Mitra Agung Swastika is a company located on Jl. Gatot Subroto, No.30, field. The company is engaged in the gym is a type of sports business that provides services and sports facilities are well managed and commercially beneficial, therefore the gym should be able to provide the best service for the satisfaction of guests.

Organizational communication process at PT. Mitra Agung Swastika is a less conducive employee working atmosphere. PT. Mitra Agung Swastika employs many employees and there are differences in tasks between employees and other employees so that communication between them is needed to create a balanced working atmosphere. The level of effectiveness of communication that occurs between leaders and employees has not been well established and has an impact on misunderstandings in work, there is still a lack of openness between leaders and subordinates in carrying out tasks/work, leaders sometimes do not know how to make the message conveyed can be understood by subordinates, and subordinates are sometimes afraid to give advice/opinions to the leadership. In addition, during working hours there are still some employees who chat and play mobile phones so that the tasks and work given are neglected. This shows the lack of job satisfaction of the employees.

From the description above, the author is interested in researching scientifically about "the influence of communication and Organizational Culture on job satisfaction at PT. Mitra Agung Swastika".

2. Theoretical Background

2.1 Job Satisfaction

Job satisfaction is a pleasant psychological condition or feeling of employees that is very subjective and very dependent on the individual concerned and the work environment and job satisfaction is a concept of many dimensions, it can use the attitude as a whole or refer to part of one's job (Umar, 2001). According to (Triyono, 2012) job satisfaction is an effective or emotional response to various aspects of a job. This definition means that a person's job satisfaction can be relatively satisfied with one aspect of his job or dissatisfied with one of its more aspects.

2.2 Communication

According to (Trihastuti, 2019) communication is the notification of a talk, conversation, exchange of thoughts or relationship. According to (Thoha, 2012) communication is one of the central topics in Organizational Behavior Science. Meanwhile, according to (Saleh, 2016) revealed that communication is the process of transfer information, ideas, facts, thoughts, from one person to another.

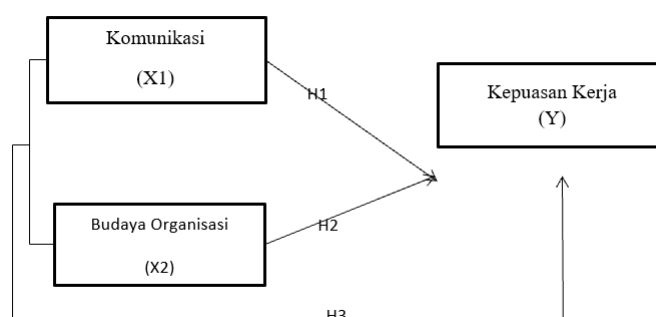
2.3 Organizational Culture

According to (Mila Badriah, 2015) organizational culture can influence the effectiveness and performance of the organization. So it can be said, with a good organizational culture

can maximize the performance of employees and organizations and vice versa. In order for organizational culture to run well, organizations really need to encourage employees to interact with each other in order to create an exchange of insights to accelerate the achievement of organizational goals. Exchanging ideas and opinions is the beginning of an exchange of insights. (Donni & Garnida, 2013) states that organizational culture is a forming and determining the identity of members of the organization. Therefore, the good or bad picture of the organization depends on how the organizational culture itself.

2.4 Conceptual Research

Conceptual research is a simplification that forms an understanding of real-world phenomena. A series of hypotheses, which together form a "complete" explanation through a series of causes and effects on a problem (Ferdinand, 2014). Based on the previously mentioned description and reviewed by the literature, the conceptual framework of the study is as follows:



Source : data processed researchers 2023

Picture 1 : Conceptual Research

3. Methods

The research approach used is quantitative research. Because this study aims to determine the relationship between two or more variables. With this research it will be built a theory that can serve to explain, predict, and control a symptom. Quantitative approach is used because the data to be used, analyze the relationship between variables expressed by numbers. This study links between communication, organizational culture and job satisfaction (Sugiyono, 2018).

Place in the preparation of this study was conducted at PT. Mitra Agung Swastika which is addressed at Jl. Gatot Subroto No.30 Medan Petisah. The company is engaged in fitness. In this study using primary and secondary data. Primary Data obtained through interviews, questionnaires and observations on employees of PT. Mira Agung Swastika. While secondary data refers obtained through journals, reference books, and reliable articles from the internet.

4. Results and Discussion

PT. Mitra Agung Swstika or Vizta Gym is a fitness center or fitness concept modern, clean, comfortable, with complete facilities Vizta Gym is here to help someone in achieving their Sports targets. There is a wide selection of classes such as revolutions per Minute or RPM, zumba, yoga, and pilates. After the test using SPSS obtained the following results :

4.1 Validity test

1. Communication Variable (X1)

Table 1. Validity Test of X₁

Pertanyaan	r hitung	r tabel	Keterangan
P1	0.764	0,2199	Valid
P2	0.499	0,2199	Valid
P3	0.425	0,2199	Valid
P4	0.631	0,2199	Valid
P5	0.707	0,2199	Valid
P6	0.590	0,2199	Valid
P7	0.630	0,2199	Valid
P8	0.665	0,2199	Valid
P9	0.714	0,2199	Valid

Source: Spss processed data 2023

Based on the table above, it is known that the value of the validity of the question for all communication variables is valid because the value of the validity of all is greater than R table ($n-2 = 80 - 2 = 78 = 0,2199$). Where the test of all statement items of the communication has a value greater than 0.2199. Thus, it can be concluded that all the statement items from the communication are valid and can be used in further research.

2. Organizational Culture Variable (X2)

Table 2. Validity Test X₂

Pertanyaan	r hitung	r tabel	Keterangan
P1	0.619	0,2199	Valid
P2	0.500	0,2199	Valid
P3	0.729	0,2199	Valid
P4	0.597	0,2199	Valid
P5	0.551	0,2199	Valid
P6	0.663	0,2199	Valid
P7	0.570	0,2199	Valid
P8	0.647	0,2199	Valid
P9	0.640	0,2199	Valid

Source: Spss processed data 2023

From the table above, it is known that the value of the validity of the question for the entire organizational culture is valid because the value of the entire validity is greater than R table ($n-2 = 80 - 2 = 78 = 0,2199$). Where testing the entire statement items of organizational culture has a value greater than 0.2199. Thus, it can be concluded that all items of the statement of organizational culture are declared valid and can be used in subsequent studies.

3. Job Satisfaction Variable (Y)

Table 3. Validity Test Y

Pertanyaan	r hitung	r tabel	Keterangan
P1	0.443	0,2199	Valid
P2	0.374	0,2199	Valid
P3	0.698	0,2199	Valid

P4	0.514	0,2199	Valid
P5	0.534	0,2199	Valid
P6	0.619	0,2199	Valid
P7	0.500	0,2199	Valid
P8	0.729	0,2199	Valid
P9	0,490	0,2199	Valid
P10	0,628	0,2199	Valid

Source: Spss processed data 2023

From the table above, it is known that the value of the validity of the question for job satisfaction is entirely valid because the value of the validity of the whole is greater than R table ($n-2 = 80 - 2 = 78 = 0,2199$). Where the testing of all items of the statement of job satisfaction has a value greater than 0.2199. Thus, it can be concluded that all items of the statement of job satisfaction are valid and can be used in subsequent studies.

4.2 Reliability Test

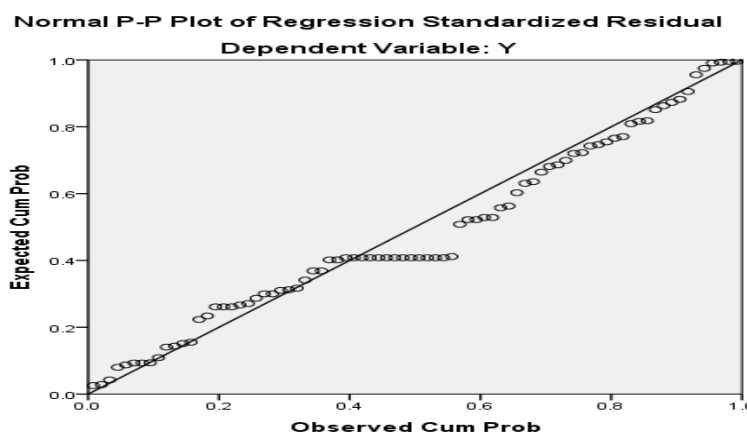
Table 4 : Reliability test

Variabel	Cronbach Alpha	Taraf Alpha	Keterangan
Komunikasi	0,659	0.6	Reliabel
Budaya Organisasi	0.773	0.6	Reliabel
Kepuasan Kerja	0.865	0.6	Reliabel

Source: Spss processed data 2023

Based on the table above, it is known that the Cronbach Alpha value for the communication variable is $0.659 > 0.6$ so that the variable is said to be reliable and the organizational culture variable is $0.773 > 0.6$ so that it is said to be reliable, and the job satisfaction variable is $0.865 > 0.6$ and is declared reliable.

4.3 Normality test



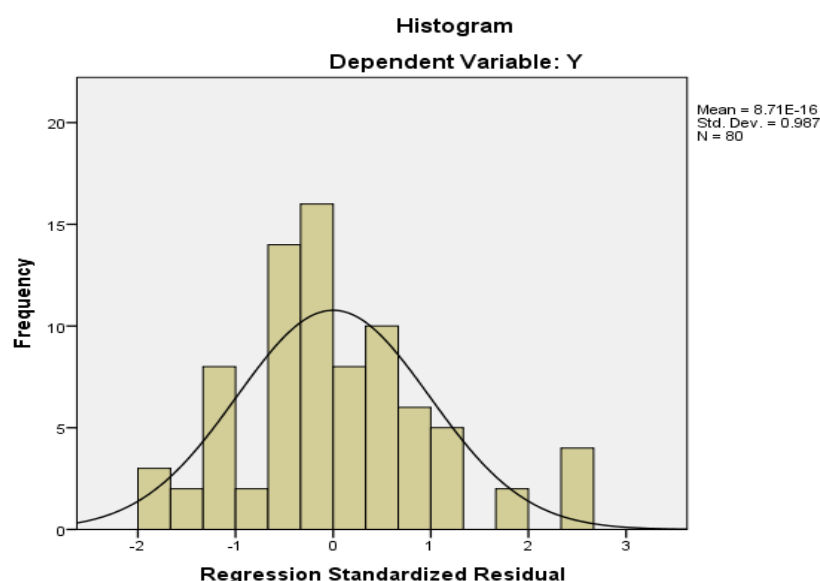
Picture 2. Normality test

The image above shows that the distribution of data in the image above can be said to be spread around the diagonal line (not scattered far from the diagonal line). This result shows that the data to be regressed in this study is normally distributed or it can be said that the data normality requirements can be met.

Or by looking at the histogram chart as follows if the chart display shows a spread pattern around the diagonal line and follows the direction of the diagonal line.

Hypothesis :

1. If the data is spread around a diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model satisfies the normality assumption.
2. If the data is spread far from the diagonal line or does not follow the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model does not meet the assumption of normality. The test results can be seen in the following graph :



Picture 3. Normality test

Source: Spss processed data 2023

Based on the picture above, it can be seen that the bell-shaped line drawing, does not deviate to the left or to the right. This shows that the data are normally distributed and meet the assumption of normality.

4.4 Multicolnearity Test

Table 5. Multicolnearity test

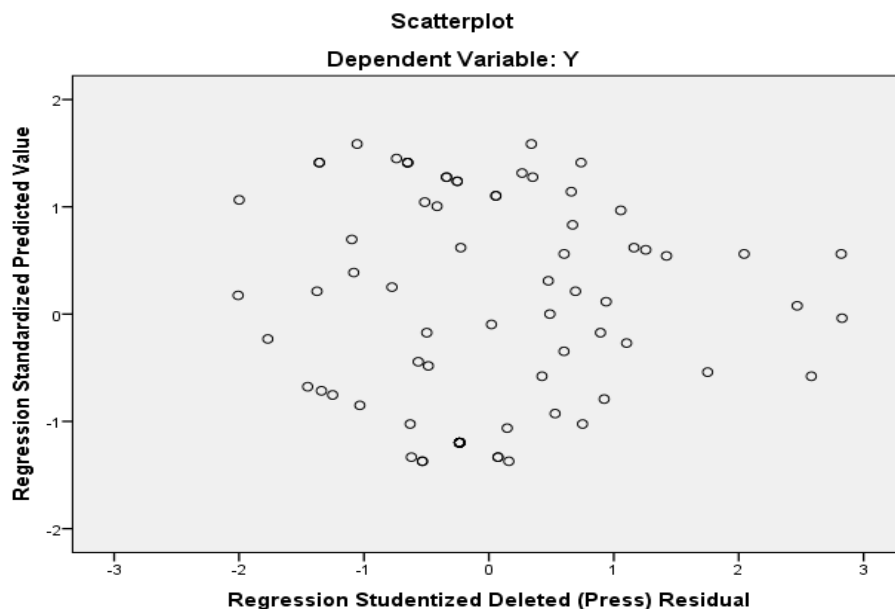
Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1 (Communication)	.307	3.261
	X2 (Organizational Culture)	.307	3.261

a. Dependent Variable: Y (Job Satisfaction)

Based on the processing results in the table above shows the value of VIF and tolerance of all variables in this study did not experience multicollinearity. This is indicated by the value of communication variable VIF of 3,261 < 10, then the organizational culture

variable of $3,261 < 10$. While the value of communication variable tolerance is $0.307 > 0.01$, then the organizational culture variable is $0.307 > 0.01$. The results show that in this regression model all free variables do not occur multicollinearity problem.

4.5 Heteroscedasticity Test



Gambar 4. Heteroscedasticity Test

Source: Spss processed data 2023

The picture above shows that the points generated spread randomly and do not form a certain pattern or trend line. The image above also shows that the data distribution is around the zero point. The results of this test indicate that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homocedastic.

4.6 Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.665	2.041		1.796	.076
	X1 (Communication)	.573	.089	.534	6.445	.000
	X2 (Organizational Culture)	.446	.087	.422	5.102	.000

a. Dependent Variable: Y (job Satisfaction)

Source: Spss processed data 2023

Based on the table above, the multiple linear regression equation in this study is :

$$Y = 3.665 + 0.573 X1 + 0.446 X2 + e$$

1. In this regression model, the value of the constants listed at 3.665 can be

interpreted if the independent variable in the model is assumed to be equal to zero, on average the variables outside the model will still increase job satisfaction by 3.665 units or in other words if the variable communication and organizational culture is not improved, then job satisfaction is still at 3.665 units.

2. The value of the regression coefficient b_1 of 0.573 in this study can be interpreted that if communication has increased by one unit, it will increase job satisfaction by 0.573 units.
3. The value of the regression coefficient of b_2 of 0.446 in this study can be interpreted that if the organizational culture has increased by one unit, it will increase job satisfaction by 0.446 units.

4.7 Partial test (t test)

The results of the first partial hypothesis testing can be seen in Table 7 below :

Table 7. Partial test (T test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.665	2.041		1.796	.076
	X1 (Communication)	.573	.089	.534	6.445	.000
	X2 (Organizational Culture)	.446	.087	.422	5.102	.000

a. Dependent Variable: Y (Job Satisfaction)

Source: Spss processed data 2023

From the table above obtained the following results:

1. The significance value for communication variable (0.000) is smaller than alpha 5% (0.05) or $t \text{ count} = 6.445 (n-k= 80 - 3 = 78) > T \text{ table } 1.991$. Based on the results obtained, reject H_0 and accept H_a for variable communication. Thus, partially that the communication variables have a positive and significant effect on employee job satisfaction at PT. Mitra Agung Swastika.
2. The significance value for Organizational Culture variable (0.000) is smaller than from alpha 5% (0.05) or $t \text{ count} = 5.102 (n-k= 80 - 3 = 77) > T \text{ table } 1.991$. Based on the results obtained then accept H_a and reject. H_0 for Organizational Culture variables. Thus, partially that organizational culture variables have a positive and significant effect on employee job satisfaction at PT. Mitra Agung Swastika .

4.8 F Test (Simultaneous)

F-test results in this study can be seen in the table 8 below :

Table 8. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	856.965	2	428.483	199.448	.000 ^b
	Residual	165.422	77	2.148		
	Total	1.022.387	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Spss processed data 2023

In the regression test results in this study, known significance value of 0.000. Where it is required that the significance value of F is less than 5% or 0.05 or the value of $F_{count} = 199.448 > F_{table} 3.115$ ($df1 = k-1=3-1=2$) while ($df2 = n - k (80 - 3 = 77)$). Thus, it can be concluded that all independent variables, namely communication and organizational culture, have a positive and significant effect on employee job satisfaction at PT. Mitra Agung Swastika.

4.9 Determination Test (R^2)

Determination test results can be seen in Table 9 below:

Table 9. Determination test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.838	.834	1.466
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Source: Spss processed data 2023

Based on the table above, the correlation regression value is 0.834, meaning that together Communication and Organizational Culture on Job Satisfaction at PT Mitra Agung Swastika are at a close and positive level. Then the coefficient of determination (R^2) is 0.838 (83.8%). So it can be said that 83.8% of variations in the dependent variable, namely Communication and Organizational Culture, have contributed to employee job satisfaction at PT Mitra Agung Swastika.

Discussion

The Effect of Communication on Job Satisfaction

The results showed that communication had an effect on employee job satisfaction at PT Mitra Agung Swastika with a t test value of $6.445 > t_{table} 1.991$. With the creation of warm organizational communication, it will increase employee job satisfaction. Because employees on the one hand always expect attention to their needs and desires, and they also have an obligation to carry out the tasks that have been charged and required to be carried out properly. Communication at work presents many positive impacts where employees are free to convey their aspirations to fellow coworkers and to superiors, thus opening up opportunities for advancement. Communication built within the organization will make it easier for every employee and supervisor to get the job done, employee communication at PT Mitra Agung Swastika is currently well established between fellow employees and to superiors so that any problems that occur in the organization can be resolved quickly. This research is in line with research conducted (Basalamah & Regina, 2023)(A. F. Nasib, 2020)(Syam, 2020) mentioned in the study that communication in the organization has a positive and significant effect on job satisfaction in employees.

Effect of Organizational Culture on Job Satisfaction.

The results showed that the Organizational Culture variable had a positive and significant effect on employee job satisfaction at PT Mitra Agung Swastika with a t value of $5.102 > t_{table} 1.991$. Based on the results obtained, accept H_a and reject H_0 for the Organizational Culture variable. Organizational culture in the study includes employee

support facilities such as supporting work equipment (lockers, prayer rooms, rest rooms and other work equipment) this work facility is able to support and maximize work results so that it can affect employee job satisfaction. In addition to work facilities, there are also leaders who are able to control and supervise employees and motivate them to always be enthusiastic at work, there is also effective information and communication in the work environment, this situation is able to present and create a conducive work atmosphere so that the results achieved are also maximized and employees will feel satisfied with the performance that has been achieved. This research is in line with research conducted (Amelia, 2018)(Ahmad Rivai, 2020)(Fadli & Sibutar-butur, 2022)which states that Organizational Culture has a significant positive effect on job satisfaction.

The Effect of Communication and Organizational Culture on Job Satisfaction

The Effect of Communication and Organizational Culture on Job Satisfaction. Based on the results of the simultaneous test, it is known that the significance value of 0.000 is less than 5% or 0.05 or the value of $F_{hitung} = 199.448 > F_{tabel} 3.115$ Thus it can be concluded that all independent variables, namely Communication and Organizational Culture, have a positive and significant effect on Employee Job Satisfaction at PT Mitra Agung Swastika. The relationship between communication, organizational culture and organizational culture is that the higher the communication in an organization, both to colleagues and to superiors, the higher the level of job satisfaction felt by employees, a sense of satisfaction with the performance that has been achieved will result in employee loyalty to the company so that companies and management must maintain communication in the work environment, because communication is the key to the implementation of a good organization and success in achieving company goals. consumer loyalty to a brand. Consumer commitment to the product is a belief in using a product which includes recommendations and trust. Thus, the higher the consumer's trust in a product, the higher the level of consumer loyalty to a brand. This research is in line with research conducted (Santoso, 2020)(Romli, 2020)(Fadli & Sibutar-butur, 2022) states in his research that communication and organizational culture simultaneously have a positive and significant effect on job satisfaction.

5. Conclusion

The conclusions of this research are as follows:

1. Communication has a positive and significant effect on job satisfaction at PT Mitra Agung Swastika.
2. Organizational culture has a positive and significant effect on job satisfaction at PT Mitra Agung Swastika.
3. Communication and Organizational Culture have a positive and significant effect on job satisfaction at PT. Mitra Agung Swastika.
4. The coefficient of determination of the variation of the dependent variable, namely Communication and Organizational Culture, has a contribution to Job Satisfaction at PT. Mitra Agung Swastika in the strong category.

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