ABSTRACT

(Vika Rosanti/2000861201207/Faculty of Economics, Batanghari University, Jambi 2024/ The Influence or Organizational Communication on Employee Job Statisfaction at PT Berkat Sawit Utama, Batanghari Regency/ Supervisor I Ubaidillah, S.E, M.M/Supervisor II Drs. Rasdi, M.M)

Employee job satisfaction can be seen not onlt when doing work, but also related to other aspects such as interactions with colleagues, superiors, following regulations and the work environment. Job satisfaction is an emotional state that is pleasant or unpleasant for employees regarding their work. Communication is a system built with the aim of playing an important role in organizational life, both government and private. Therefore, the communication ethics of an organization grow from the mission, vision, strategy and values of the organization.

This research used a quantitative descriptive method, with a population of 626 people with a sample of 87 people. The data collection technique uses a questionnaire statement. The data analysis technique used is SPSS with simple regression analysis and t test.

Simple linear regression results Y = 1.963 + 0,386 constant 1.963 meaning that if the organizational communication variable is constant, then the job satisfaction of employees PT. Berkat Sawit Utama is 0.386. the coefficient of the organizational communication variable increases by 1%, so the job satisfaction of employees PT. Berkat Sawit Utama increased by 0.386.

The conclusion of the research shows that organizational communication has a positive and signifivant effect. So it can be said that organizational communication influences job satisfaction by 35.7% and the rest is influenced by other variables.

Keywords: Organizational Communication,Job Satisfaction