

## ABSTRAK

Gelen Resya Faiz (0421110201) : Peningkatan Kinerja Karyawan Melalui Pengembangan Karir dan Komunikasi Internal, dengan Motivasi Sebagai Variabel Intervening (Studi Pada Karyawan PT. Lamda Jaya Pratama) di Jakarta. Skripsi. Semarang: Program Studi Manajemen Universitas Sultan Agung Semarang, September 2015.

Penelitian ini bertujuan untuk mendiskripsikan dan menganalisis (1) pengaruh pengembangan karir terhadap motivasi kerja pada karyawan PT. Lamda Jaya Pratama. (2) pengaruh komunikasi internal terhadap motivasi kerja pada karyawan PT. Lamda Jaya Pratama. (3) pengaruh pengembangan karir terhadap kinerja karyawan PT. Lamda Jaya Pratama. (4) pengaruh komunikasi internal terhadap kinerja karyawan PT. Lamda Jaya Pratama. (5) pengaruh motivasi kerja terhadap kinerja karyawan PT. Lamda Jaya Pratama.

Penelitian ini merupakan jenis penelitian kuantitatif dengan intervening. Populasi dan sampelnya adalah karyawan PT. Lamda Jaya Pratama yang berjumlah 35 orang. Metode pengumpulan data menggunakan metode dokumentasi dan metode angket. Teknik analisis data menggunakan analisis kualitatif dan kuantitatif.

Berdasarkan analisis dan pembahasan uji hipotesis dapat disimpulkan: (1) Terdapat pengaruh positif dan signifikan pengembangan karir terhadap motivasi kerja di PT. Lamda Jaya Pratama. Hal ini dibuktikan dengan nilai p-value pengembangan karir, sehingga hipotesis yang diajukan diterima, yaitu variabel pengembangan karir berpengaruh terhadap motivasi kerja. (2) Terdapat pengaruh positif dan signifikan pengembangan karir terhadap kinerja karyawan di PT. Lamda Jaya Pratama. Hal ini dibuktikan dengan nilai p-value pengembangan karir, sehingga hipotesis yang diajukan diterima, yaitu variabel pengembangan karir berpengaruh terhadap kinerja karyawan. (3) Terdapat pengaruh positif dan signifikan komunikasi internal terhadap kinerja karyawan di PT. Lamda Jaya Pratama. Hal ini dibuktikan dengan nilai p-value komunikasi internal, sehingga hipotesis yang diajukan diterima, yaitu variabel komunikasi internal berpengaruh terhadap kinerja karyawan. (4) Terdapat pengaruh yang signifikan motivasi kerja terhadap kinerja karyawan di PT. Lamda Jaya Pratama. Hal ini dibuktikan dengan nilai p-value motivasi kerja, sehingga hipotesis yang diajukan diterima, yaitu variabel motivasi kerja berpengaruh terhadap kinerja karyawan.

Kata Kunci: Kinerja Karyawan, Pengembangan Karir, Komunikasi Internal, Motivasi

## ABSTRACT

Gelen Resya Faiz (0421110201): Improved Employee Performance Through Career Development and Internal Communication, Motivation As an intervening variable (Study on Employee PT. Lamda Jaya Pratama) in Jakarta. Essay. Semarang Program Management Studies University of Sultan Agung Semarang, September 2015.

This study aimed to describe and analyze (1) the influence of career development to the work motivation on employee PT. Lamda Jaya Pratama. (2) the influence of internal communication on work motivation on employee PT. Lamda Jaya Pratama. (3) the influence of career development on employee performance of PT. Lamda Jaya Pratama. (4) the effect of internal communication to employees performance of PT. Lamda Jaya Pratama. (5) the effect of work motivation on employee performance of PT. Lamda Jaya Pratama.

This research is quantitative research with intervening. Population and sample are employees of PT. Lamda Jaya Pratama totaling 35 people. Methods of data collection method and questionnaire documentation. Data were analyzed using qualitative and quantitative analysis.

Based on the analysis and discussion of hypothesis testing can be concluded: (1) There is a positive and significant impact on work motivation of career development at PT. Lamda Jaya Pratama. This is evidenced by the p-value career development, so the hypothesis is accepted, ie career development variables affect the work motivation. (2) There is a positive and significant impact on the performance of the career development of employees at PT. Lamda Jaya Pratama. This is evidenced by the p-value career development, so the hypothesis is accepted, ie career development variables affect the performance of employees. (3) There is a positive and significant impact internal communication to employees performance at PT. Lamda Jaya Pratama. This is evidenced by the p-value internal communication, so the hypothesis is accepted, ie internal communication variables affect the performance of employees. (4) There is a significant effect of work motivation on employee performance in PT. Lamda Jaya Pratama. This is evidenced by the p-value work motivation, so the hypothesis is accepted, ie work motivation influence on employee performance.

Keywords: Employee Performance, Career Development, Internal Communication, motivation.