

ABSTRAK

Melalui penelitian ini, penulis berupaya untuk mengkaji dan menganalisis pengaruh budaya organisasi, komunikasi internal, dan motivasi kerja terhadap kinerja pegawai di Puskesmas Senduro. Penelitian ini dilandasi oleh kesadaran akan pentingnya peningkatan kinerja pegawai sebagai faktor penentu efektivitas pelayanan kesehatan, khususnya di sektor publik seperti puskesmas. Penelitian ini menggunakan pendekatan kuantitatif untuk menganalisis pengaruh variabel budaya organisasi, komunikasi internal, dan motivasi kerja terhadap kinerja pegawai. Data diperoleh melalui survei kuesioner yang didistribusikan secara langsung kepada seluruh pegawai Puskesmas Senduro sebanyak 65 orang sebagai populasi dan sampel (sampel jenuh). Data yang diperoleh dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa, budaya organisasi tidak berpengaruh signifikan terhadap kinerja pegawai, komunikasi internal berpengaruh signifikan terhadap kinerja pegawai, dan motivasi kerja berpengaruh signifikan terhadap kinerja pegawai. Bukti empiris dari studi ini menegaskan bahwa meskipun budaya organisasi penting, komunikasi internal dan motivasi kerja menjadi faktor utama yang berkontribusi besar dalam peningkatan kinerja pegawai yang lebih optimal di Puskesmas Senduro.

Kata Kunci: Budaya Organisasi, Komunikasi Internal, Motivasi Kerja,

ABSTRACT

Through this study, the author attempts to examine and analyze the influence of organizational culture, internal communication, and work motivation on employee performance at the Senduro Health Center. This study is based on the awareness of the importance of improving employee performance as a determining factor in the effectiveness of health services, especially in the public sector such as health centers. This study uses a quantitative approach to analyze the influence of organizational culture variables, internal communication, and work motivation on employee performance. Data were obtained through a questionnaire survey that was distributed directly to all employees of the Senduro Health Center as many as 65 people as the population and sample (saturated sample). The data obtained were analyzed using multiple linear regression with the help of SPSS software. The results of the study showed that organizational culture did not have a significant effect on employee performance, internal communication had a significant effect on employee performance, and work motivation had a significant effect on employee performance. Empirical evidence from this study confirms that although organizational culture is important, internal communication and work motivation are the main factors that contribute greatly to improving more optimal employee performance at the Senduro Health Center.

Keywords: Organizational Culture, Internal Communication, Work Motivation,