

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh : 1) Proses budaya kerja terhadap Komunikasi organisasi; 2) Komunikasi terhadap Efektivitas organisasi; 3) Proses budaya kerja terhadap Efektivitas Organisasi; 4) Proses budaya kerja terhadap efektivitas organisasi melalui komunikasi organisasi pada Dinas Pendidikan dan Kebudayaan Kabupaten Merangin. Pendekatan penelitian menggunakan pendekatan penelitian kuantitatif. Teknik pengumpulan data dalam penelitian menggunakan daftar pertanyaan (kuesioner) dan wawancara. Sampel pada penelitian ini berjumlah 95 pegawai. Analisis data dengan menggunakan Partial Least Square (PLS) Hasil penelitian menunjukkan secara parsial dan simultan dari Uji Hipotesis terdapat pengaruh proses budaya kerja terhadap Komunikasi organisasi; Komunikasi terhadap Efektivitas organisasi; Proses budaya kerja terhadap Efektivitas Organisasi dan Proses budaya kerja terhadap efektivitas organisasi melalui komunikasi organisasi pada Dinas Pendidikan dan Kebudayaan Kabupaten Merangin.

Kata Kunci : Budaya Organisasi, Komunikasi Organisasi, Efektivitas Organisasi.

ABSTRACT

This study aims to analyze the influence of: 1) The process of work culture on organizational communication; 2) Communication on Organizational Effectiveness; 3) The process of work culture on Organizational Effectiveness; 4) The process of work culture on organizational effectiveness through organizational communication at the Merangin Regency Education and Culture Office. The research approach uses a quantitative approach. Data collection techniques in the study used a list of questions (questionnaires) and interviews. The sample in this study found 95 employees. Data analysis using Partial Least Square (PLS). The results showed that partially and simultaneously from the Hypothesis Test there was an influence of work culture processes on organizational communication; Communication on Organizational Effectiveness; The process of work culture on organizational effectiveness and cultural processes on organizational effectiveness through organizational communication at the Merangin Regency Education and Culture Office.

Keywords: Organizational Culture, Organizational Communication, Organizational Effectiveness.