

ABSTRAK

Dalam penelitian ini ditemukan permasalahan kinerja pegawai di Dinas Kebudayaan dan Pariwisata Kota Bandung, masalah dalam penelitian ini adalah belum optimalnya kinerja pegawai yang disebabkan oleh kurangnya Pengembangan Karir dan Komunikasi. Penelitian ini bertujuan untuk mengetahui pengaruh Pengembangan Karir dan Komunikasi Terhadap Kinerja Pegawai di di Dinas Kebudayaan dan Pariwisata Kota Bandung secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 50 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Pengembangan Karir dan Komunikasi Terhadap Kinerja Pegawai. Besarnya pengaruh Pengembangan Karir dan Komunikasi Terhadap Kinerja Pegawai secara simultan yaitu sebesar 66,2%. Secara parsial besarnya pengaruh Pengembangan Karir terhadap kinerja pegawai yaitu sebesar 32,3% dan pengaruh Komunikasi terhadap kinerja karyawan sebesar 33,9%.

Kata Kunci: Pengembangan Karir, Komunikasi, Kinerja Pegawai

ABSTRACT

In this research, employee performance problems were found at the Bandung City Culture and Tourism Department. The problem in this research was that employee performance was not yet optimal, which was caused by a lack of career development and communication. This research aims to determine the influence of career development and communication on employee performance at the Bandung City Culture and Tourism Department simultaneously or partially. The research method used was descriptive and verification method with a sample size of 50 respondents. Testing research instruments uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results of this research show that there is a positive and significant influence between Career Development and Communication on Employee Performance. The magnitude of the simultaneous influence of Career Development and Communication on Employee Performance is 66.2%. Partially, the influence of Career Development on employee performance is 32.3% and the influence of Communication on employee performance is 33.9%.

Keywords: Career Development, Communication, Employee Performance