

RINGKASAN

Pengaruh Kepuasan Komunikasi Terhadap Komitmen Organisasional Pada Karyawan Rumah Sakit Bunda Surabaya

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Karyawan sebagai modal sumberdaya yang penting bagi perusahaan harus mampu memberikan dukungan bagi organisasi, agar organisasi bisa bersaing dengan organisasi lainnya. Karyawan yang memiliki komitmen terhadap organisasinya merasa bahwa mereka lebih menikmati pekerjaannya, dan lebih banyak meluangkan waktu untuk pekerjaannya, kemungkinan kecil sekali berkeinginan untuk meninggalkan organisasi.

Penelitian ini membahas mengenai kepuasan komunikasi terhadap komitmen organisasional pada karyawan Rumah Sakit Bunda Surabaya. Latar belakang penelitian ini adalah bahwa kepuasan atau ketidakpuasan komunikasi dapat mempengaruhi komitmen organisasional. Ada banyak aspek yang dapat menjelaskan mengapa kepuasan atau ketidakpuasan komunikasi berpengaruh pada komitmen organisasional.

Tujuan penelitian ini adalah untuk menganalisis pengaruh variabel kepuasan komunikasi dan variabel komitmen organisasional dan menganalisis diantara variabel-variabel kepuasan komunikasi yang mempunyai pengaruh dominan terhadap komitmen organisasional. Aspek kepuasan komunikasi tersebut meliputi komunikasi pengawasan (X_1), integrasi organisasi (X_2), kualitas media (X_3), komunikasi horisontal dan informal (X_4), dan umpan balik personal (X_5).

Pengukuran variabel kepuasan komunikasi menggunakan 24 item dari *Communication Satisfaction Questionnaire* (CSQ) yang dikembangkan oleh Downs & Hazen (1977). Pengukuran variabel komitmen organisasional menggunakan 18 item dari *Organizational Commitment Questionnaire* (OCQ), dari Meyer & Allen (1993).

Metode pengambilan sampel dilakukan dengan *Stratified Random Sampling*. Populasi dalam penelitian ini adalah seluruh karyawan Rumah sakit Bunda Surabaya sebanyak 79 orang. Sedangkan sampel dalam penelitian ini sebanyak 66 orang. Analisis data yang digunakan adalah regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa secara simultan atau bersama-sama maupun secara parsial, variabel kepuasan komunikasi yang meliputi komunikasi pengawasan (X_1), integrasi organisasi (X_2), kualitas media (X_3), komunikasi horisontal dan informal (X_4), dan umpan balik personal (X_5) berpengaruh signifikan terhadap komitmen organisasional karyawan rumah sakit Bunda Surabaya.

Berdasarkan hasil perhitungan regresi linier berganda dengan menggunakan statistic SPSS versi 11.0 dapat ditunjukkan bahwa nilai R^2 yaitu 0,646 (64,6%) yang berarti komitmen organisasional dipengaruhi oleh komunikasi pengawasan, integrasi organisasi, kualitas media, komunikasi horisontal dan informal, umpan balik personal. Untuk F_{hitung} sebesar 21,939

yang lebih besar dari F_{tabel} sebesar 2,37 menunjukkan nilai signifikan yang berarti adanya pengaruh kepuasan komunikasi terhadap komitmen organisasional. Sedangkan t_{hitung} sebesar 5,264 dan didukung nilai koefisien korelasi parsial yang terbesar yaitu 0,562 artinya variabel komunikasi pengawasan mempunyai pengaruh dominan terhadap komitmen organisasional dibandingkan keempat variabel independen (X) lainnya.



SUMMARY

The Effect of Communication Satisfaction to Organizational Commitment of the employees at Bunda Hospital in Surabaya

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Employees as the important capital resources for the company shall be capable in providing the support for the company so that it can compete with the other companies. Employees having the commitment upon their organization feel that they enjoy their works more, and spend more time for their works, and there is a very small possibility they have the intention to leave the organization.

This research discusses about the communication satisfaction to the employee's organizational commitment at *Bunda Hospital* in Surabaya. The background of knowledge of this research is communication satisfaction and communication un satisfaction can effect the organizational commitment. There are some aspects that can describe the communication satisfaction and communication un satisfaction can effect organizational commitment.

This research is intended to analyze the influence of communication satisfaction and organizational commitment variables and to analyze among these variables of communication satisfaction, which dominant variables can effect the organizational commitment. This communication satisfaction includes supervisory communication (X_1), organizational integration (X_2), media quality (X_3), horizontal and informal communication (X_4), and personal feedback (X_5).

The measurement of communication satisfaction variable uses 24 items from *Communication Satisfaction Questionnaire* (CSQ) developed by Downs & Hazen (1977). The measurement of organizational commitment variables uses 18 items from *Organizational Commitment Questionnaire* (OCQ), by Meyer & Allen (1993).

The sample is taken by using *Stratified Random Sampling*. The populations of the research are all employees of *Bunda hospital* in Surabaya. The populations are about 79 employees. The samples of this research are about 66 employees. The analytical data used in this research is double linier regression.

The result of this research shows that the variable of communication satisfaction that includes supervisory communication (X_1), organizational integration (X_2), media quality (X_3), horizontal and informal communication (X_4), and personal feedback (X_5), simultaneously and partially effects the organizational commitment at *Bunda Hospital* in Surabaya.

According to the result of statistic counting used SPSS in the form of 11.0 version can be showed the value of R square is 0,646 (64,6%) that means organizational commitment can affected by supervisory communication, organizational integration, media quality, horizontal and informal communication, personal feedback. The value F_{counting} that is around 21,939 in

which it is more than the value F_{table} is around 2,37 with its significant that means there is an effect the communication satisfaction to organizational commitment. Then, the value $t_{counting}$ that is around 5,264 and supported the most biggest value partial correlation coefficient is around 0,562 its means supervisory communication variable has dominant effect to organizational commitment than the other four independent variables.



ABSTRACT

The Effect of Communication Satisfaction to Organizational Commitment of the employees at Bunda Hospital in Surabaya

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The aim of this research is to analyze the influence of five communication satisfaction dimension includes supervisory communication, organizational integration, media quality, horizontal and informal communication, and personal feedback, either jointly or individually upon organizational commitment of the employees of *Bunda Hospital* in Surabaya.

The populations used in this research are all the employee of *Bunda hospital* in Surabaya . All of them are about 79 employees. The samples of this research are about 66 employees. Data analysis is executed by using the multiple regressions applying the SPSS program of version 11.0.

Output of the analysis indicate that the five communication satisfaction dimensions : supervisory communication, organizational integration, media quality, horizontal and informal communication, personal feedback variables jointly or simultaneously have the significant influence on the organizational commitment. Individually or partial, the supervisory communication variable has positive and significant influence on the organizational commitment.

Key-words : *communication satisfaction, organizational commitment, supervisory communication, organizational integration, media quality, horizontal and informal communication, and personal feedback.*