

## THE INFLUENCE OF LEADERSHIP COMMUNICATION PATTERNS ON THE PERFORMANCE OF EMPLOYEES OF EAST LUWU DISTRICT HUMAN RESOURCES AND HUMAN RESOURCES

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### **Abstrak**

*Tujuan penelitian ini bertujuan untuk: mengetahui pengaruh pola komunikasi kepemimpinan terhadap kinerja pegawai terhadap kualitas kerja pegawai BKPSDM Luwu Timur. Penelitian ini berlangsung selama kurang lebih satu bulan mulai Mei 2023 sampai Juni 2023. Berlokasi di Kantor Badan Kepegawaian dan Pengembangan Sumber Daya manusia (BKPSDM) Luwu Timur dengan populasi sebanyak 35 orang Metode yang digunakan dalam penelitian ini adalah metode kuantitatif analisis statistik Deskriptif dengan proses pengumpulan data menggunakan survey berupa kuesioner; Analisis data yang menggunakan analisis regresi linear. Sedangkan teori yang digunakan pada penelitian ini adalah teori kepemimpinan dan Teori S-O-R (Stimulus- Organism-Respon). Hasil Penelitian Statistik yang telah dilakukan sebelumnya variabel Karakteristik Individu memiliki nilai thitung  $7.834 \geq$  ttabel  $2.034$  dan nilai signifikansinya adalah  $0.000 \leq 0.05$  maka Gaya Komunikasi Pemimpin secara parsial berpengaruh positif signifikan terhadap Kinerja Pegawai. Artinya bahwa komunikasi pemimpin terhadap bawahannya sangatlah signifikan, apabila pemimpin memiliki hubungan komunikasi yang baik terhadap bawahannya maka ini akan menunjang peningkatan kinerja oleh para pegawai.*

*Kata Kunci: Pengaruh, Komunikasi, Kinerja.*

### **Abstract**

*The purpose of this study aims to: determine the influence of leadership communication patterns on employee performance on the quality of work of East Luwu BKPSDM employees. The study lasted for approximately one month from May 2023 to June 2023. Located at the Office of the East Luwu Human Resources Personnel and Development Agency (BKPSDM) with a population of 35 people. The method used in this study is a quantitative method of descriptive statistics analysis with a data collection process using surveys in the form of questionnaires, data analysis using linear regression analysis. While the theories used in this study are leadership theory and SOR (Stimulus-Organism-Response) Theory. The results of statistical research that have been carried out previously variable Individual Characteristics have a calculated value of  $7.834 \geq$  table 2, 034*

*and the significance value is  $0.000 \leq 0.05$ , then the Leader's Communication Style partially has a significant positive effect on Employee Performance. This means that the leader's communication to his employees is very significant, if the leader has a good communication relationship with his subordinates then this will support the improvement of performance by employees.*

**Keywords:** *influence, communication, performance.*

## INTRODUCTION

In human life, it is one of the main factors that greatly influences the success of a government agency. Humans are also very dynamic creatures in their social environment. Every human being who wants to develop must interact with other individuals. Good communication can take place well if everyone can get good communication with other people. Therefore, humans must communicate more between individuals in order to obtain relationships or bonds that can increase the quality of their lives. The East Luwu Regency Regent's Office is the center of government which has its own organizational structure in the division of tasks and main functions in order to achieve the goal of making East Luwu develop and remain sustainable so that developments in the city of East Luwu are maintained. For this reason, there must be communication skills to be able to improve the skills of a leader and employee in communicating. As a government agency, it must build correlation relationships, system models and effective communication styles between leaders and subordinates to create good communication so that it can advance employee performance. So that what everyone hopes for can happen when the communication process and information flow that occurs in the East Luwu regent's office is felt to be less effective. For example, in communication, a leader can provide information by coordinating the solution of work tasks from the leader to his employees that are not going well. So, errors often occur in communication between leaders and employees which often lead to misunderstandings and conflicts between leaders and employees.

## METHOD

In this research, researchers used a quantitative research type and the method used was the survey method with descriptive analysis. The definition of quantitative research methods according to Ardianto (2010), Quantitative research methods are research that is full of nuances in numbers in data collection techniques in the field. In data analysis, quantitative research methods require the help of statistical calculations, both descriptive and inferential statistics (which are non-parametric statistical formulas). The conclusions of the research results are in the form of calculation results that are descriptive or interwoven variables.

The location of the research was at the East Luwu Regency Regional Government Office, Jalan Ki Hajar Dewantara, East Luwu Regent's Office. The research time was carried out for approximately 1 month, namely from the month. The population in this study were BKPSDM employees in East Luwu with a population of 35 employees. The sampling technique used in this research is total/census sampling. The number of samples used was 35 BKPSDM employees who worked in East Luwu.

## FINDINGS AND DISCUSSION

The aim of this research is to find out how much influence leadership communication patterns have on the performance of employees of the East Luwu Regency Personnel and Human Resources Development Agency. Based on the results of research that has been carried out, the results show that leadership communication patterns have a strong and positive influence on the performance of East Luwu Regency BKPSDM employees. The research results on the Individual Characteristics variable have a  $t$  count value of  $7.834 \geq t_{table} 2.034$  and the significance value is  $0.000 \leq 0.05$ , so the Leader's Communication Style partially has a significant positive effect on Employee Performance. This means that the leader's communication with his members or subordinates is very influential. If the leader has a good communication relationship with his subordinates then this will support increased performance by the employees.

The results of this research are significantly the same as those of Tanjong et al (2022) who argue that style has a significant positive influence on employee performance, meaning that if the leadership style of a leader in an agency is good, it will have a positive impact on employee performance. The results of this research are in accordance with organizational communication theory which states that organizational communication is a type of message exchange between organizational communication units. Organizations consist of communicative units that are in hierarchical relationships with each other and operate within an environment.

### The Influence of Research on Organizational Communication Theory

According to Goldhaber (1986) organizational communication is a process of creating and exchanging messages in a network of relationships that depend on each other to overcome uncertain or changing environments. Ron Ludlow expressed the opinion that organizational communication is a communication program in the field of Public Relations (PR) studies regarding internal relations as well as government relations and investor relations in organizations. Ron Ludlow expressed the opinion that organizational communication is a communication program in the field of Public Relations (PR) studies regarding internal relations as well as government relations and investor relations in organizations. Devito believes that organizational communication is an effort to send and receive messages in both formal and informal groups within an organization. Katz and Kahn also argue that organizational communication is the delivery and/or exchange of information within an organization, so that it can form a flow of information. The existence of organizational communication can give rise to an information network within the organization. The benefits of organizational communication are:

1. Firstly, the benefit of organizational communication is understanding organizational communication theory, as someone who is in a certain organizational environment or group can understand the position in that organization or group.
2. The second benefit is that it can strengthen relationships between members of the organization and the leaders of the organization. This can make the organization last longer and increase the feeling of wanting to protect and care for the organization.
3. The third is to make it easier to achieve organizational goals, there is good communication so that members and leaders understand the differences that exist. This condition is very good if carried out during discussions.
4. The fourth benefit is that knowing organizational communication theory can make an individual adapt and position themselves well in the organization or group they join.

5. Fifth, knowing the duties of leaders and members in an organization makes a person aware of their duties as a member or leader of an organization. This awareness can improve the work and effectiveness of the organization in achieving common goals.

In this research, BKPSDM leaders and employees can make someone aware of their duties as a member and leader, and this awareness can improve work and effectiveness in achieving goals as someone who is in a certain organizational environment or group can understand their position in that organization or group. The results of this research are in accordance with organizational communication theory which states that organizational communication is a type of message exchange between communicative units that are in a hierarchical relationship with each other and operate in an environment and the research results show that variable (X) is the Leader's Communication Pattern towards Variable (Y) Employee Performance is very strongly interconnected.

### **The Influence of Research on SOR Theory**

SOR theory stands for Stimulus-Organism-Response. The material objects of psychology and communication science are the same, namely humans whose souls include the components: attitudes, opinions, behavior, cognition, affection and conation. The basic assumption of this model is: mass media has a directed, immediate and direct effect on communications. Stimulus Response Theory or SOR Theory. This model shows that communication is a reaction process. This means that this model assumes that verbal words, non-verbal signals, certain symbols will stimulate other people to respond in a certain way. SOR theory shows that attitude change depends on the processes that occur in the individual. The stimulus or message conveyed to the communicant may be accepted or rejected, communication will take place if there is attention from the communicant. The next process the communicant understands. It is this ability of the communicant that continues the next process after the communicant processes it and accepts it, then there is a willingness to change attitudes. The theory that supports the results of this research is the SOR theory, which stands for Stimulus-Organism-Response, where the stimulus or message given by the communicant, the meaning here is that a leader is well received so that he creates a good image for the organization or agency and is well responded to by subordinates or employees. who work can be seen from good performance results.

### **CONCLUSION**

Based on the research results above and the formulation of the problem discussed in this research, namely how leadership communication patterns influence the quality of work of East Luwu Regency BKPSDM employees, based on the data obtained from the questionnaire which has been processed and analyzed, the following conclusions can be drawn:

1. Leadership Communication Patterns have a positive and significant influence on the Performance of Employees at the Personnel Agency and Human Resources Development of East Luwu Regency. This means that if the leader's communication is good in conveying the message to be conveyed, it will be well received by employees and improve their performance results.
2. Based on the results of hypothesis testing using the t test, it shows that the results of the partial regression coefficient calculation obtained by the calculated t value for variable . The t table value is ( $\alpha=0.05$ ) and degrees of freedom =  $35-1-1= 33$  using the excel formula

(=TINV(5%;33)) then enter, the result is 2.034. then at an error rate of 5%  $H_0$  is rejected and  $H_a$  is accepted.

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