

**PENGARUH KOMUNIKASI INTERNAL DAN SELF EFFICACY
TERHADAP KINERJA KARYAWAN DENGAN EMPLOYEE
ENGAGEMENT SEBAGAI VARIABEL MEDIASI PADA KARYAWAN
GENERASI Z DI DIY DAN JAWA TENGAH**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi internal dan *self efficacy* terhadap kinerja karyawan dengan *employee engagement* sebagai variabel mediasi pada karyawan generasi Z di DIY dan Jawa Tengah. Metode yang digunakan dalam pengambilan sample adalah *simple random sampling* dengan jumlah sample 96 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linier dan analisis jalur. Hasil analisis data menggunakan regresi linier menunjukkan bahwa komunikasi internal berpengaruh positif dan signifikan terhadap kinerja karyawan, *self efficacy* berpengaruh positif dan signifikan terhadap kinerja karyawan, komunikasi internal berpengaruh positif dan signifikan terhadap *employee engagement*, *self efficacy* berpengaruh positif dan signifikan terhadap *employee engagement*. Dari hasil analisis jalur menunjukkan bahwa *employee engagement* tidak mampu memediasi hubungan antara komunikasi internal terhadap kinerja karyawan, dan juga tidak mampu memediasi hubungan antara *self efficacy* terhadap kinerja karyawan.

Kata Kunci: *Komunikasi Internal, Self Efficacy, Employee Engagement dan Kinerja Karyawan*

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***THE EFFECT OF INTERNAL COMMUNICATION AND SELF-EFFICACY
ON EMPLOYEE PERFORMANCE WITH EMPLOYEE ENGAGEMENT AS
A MEDIATING VARIABLE ON GENERATION Z EMPLOYEES IN DIY AND
CENTRAL JAVA***

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Abstract

This study aims to analyze the effects of internal communication and self-efficacy on employee performance, with employee engagement as a mediating variable for Generation Z employees in the DIY and Central Java regions. The sampling method is simple random sampling, with a sample size of 96 respondents. Primary data collection was conducted using a questionnaire tested for validity and reliability. The analysis in this study utilized linear regression analysis and path analysis. The results of the linear regression analysis indicate that internal communication has a positive and significant effect on employee performance, while self-efficacy also positively and significantly impacts employee performance. Additionally, internal communication positively and significantly affects employee engagement, and self-efficacy has a similarly positive and significant effect on employee engagement. However, the results of the path analysis reveal that employee engagement does not mediate the relationship between internal communication and employee performance, nor does it mediate the relationship between self-efficacy and employee performance.

Keywords: Internal Communication, Self Efficacy, Employee Engagement and Employee Performance.