

**PENGARUH KOMUNIKASI TERHADAP KEPUASAN KERJA  
KARYAWAN PT.WAHANA SUMBER MOBIL YOGYA-INDOMOBIL  
NISSAN DATSUN BANTUL**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi terhadap kepuasan kerja karyawan. Variabel yang dianalisis pada penelitian ini adalah komunikasi sebagai variabel independen (X) dan kepuasan kerja karyawan sebagai variabel dependen (Y). Penelitian studi kasus dilakukan pada PT. Wahana Sumber Mobil Yogya-Indomobil Nissan Datsun Bantul. Penelitian ini menggunakan metode penelitian kuantitatif dan metode pengumpulan data menggunakan metode kuesioner. Sampel yang digunakan dalam penelitian ini adalah seluruh karyawan PT. Wahana Sumber Mobil Yogya- Indomobil Nissan Datsun Bantul yang berjumlah 58 responden. Pengujian statistik yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier sederhana, uji hipotesis (uji t), uji koefisien determinasi ( $R^2$ ), dan analisis rata-rata hitung. Proses perhitungan data menggunakan *software statistic* yakni *spss for windows* versi 16.0. Berdasarkan hasil dari uji hipotesis t dapat diketahui bahwa t komunikasi memiliki  $t_{hitung}$  sebesar  $6,969 > t_{tabel}$  1,673 maka terdapat pengaruh yang signifikan antara variabel komunikasi (X) terhadap variabel Kepuasan (Y). Hasil analisis regresi linier sederhana diperoleh persamaan  $Y=11,013+0,682 X$ , dimana  $a=11,103$  dan  $b=0,682$  dan nilai signifikansi 0,000 sehingga hipotesis  $H_0$  ditolak  $H_a$  diterima, artinya variabel komunikasi berpengaruh positif dan signifikan terhadap kepuasan kerja karyawan PT. Wahana Sumber Mobil Yogya Indomobil Nissan Datsun Bantul. Berdasarkan uji koefisien determinasi variabel kepuasan dipengaruhi oleh komunikasi 45,5% sedangkan sisanya 54,5% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

**Kata Kunci :** *Komunikasi, Kepuasan Kerja, PT Indomobil Nissan Datsun Bantul.*

**THE EFFECT OF COMMUNICATION ON THE EMPLOYEE JOB  
SATISFACTION AT PT WAHANA SUMBER MOBIL YOGYA-INDOMOBIL  
NISSAN DATSUN IN BANTUL**

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**Abstract**

*This study aimed to determine the effect of communication on the employee job satisfaction. The variables analyzed in this study were communication as an independent variable (X) and employee job satisfaction as a dependent variable (Y). This was a case study research, which conducted at PT. Wahana Sumber Mobil Yogya-Indomobil Nissan Datsun in Bantul. This study used quantitative research methods where data collected through questionnaire. The samples were all employees, 58 respondents, of PT. Wahana Sumber Mobil Yogya- Indomobil Nissan Datsun in Bantul. The statistical tests used in this study were the validity test, the reliability test, the classic assumption test, the simple linear regression test, the hypothesis test (t test), the coefficient of determination test ( $R^2$ ), and the analysis of the calculated mean. The process of calculating data used statistical software, namely SPSS for Windows version 16.0. The results of the hypothesis t test showed that t communication had a  $t_{count}$  of  $6.969 > t_{table}$  1.673 meant there was a significant effect of the communication variable (X) to the satisfaction variable (Y). The result of simple linear regression analysis obtained by the equation  $Y = 11,013 + 0,682 X$ , where  $a = 11,103$  and  $b = 0,682$  and the significance value 0,000 indicated that the hypothesis  $H_0$  was rejected but  $H_a$  was accepted. It meant that the communication variable had a positive and significant effect on job satisfaction at PT. Wahana Sumber Mobil Yogya Indomobil Nissan Datsun in Bantul. Furthermore, the coefficient determination test of the satisfaction variable was influenced by communication 45.5% while the remaining 54.5% was influenced by other variables which were not discussed in this study.*

**Keywords:** *Communication, Job Satisfaction, PT Indomobil Nissan Datsun Bantul.*