

## ABSTRACT

Fatkhur Muttaqin Amin, 2012, Thesis. Title: "The Influence Of Effective Communication On Cultural Organization (In PT. Perusahaan Listrik Negara (Limited Company) Service Area and Network Malang)"

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**Keywords :** Effective Communication, Cultural Organization

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This study aims to: examine, investigate, and analyze the influence of effective communication organizational culture. The research was conducted at PT. Perusahaan Listrik Negara (Limited Company) Service Area and Network Malang

The population this study was all employees of the PT. Perusahaan Listrik Negara (Limited) Service Area and Network Malang. The research sample of 77 employees. Sampling is saturated samples. Data were collected directly from respondents by using questionnaires and research instruments in the form of text data analysis using test validity, test reliability, and multiple linear regression.

The results of this study, indicates that there is significant influence of six variables simultaneously effective communication those are the attitude, skills, understanding, qoul sadid, qoul layyin, and qoul karim on organizational culture with a value of F calculated  $\geq F$  table for  $25.820 \geq 4.206$ . Partially known attitude (X1) did not significantly influence the organizational culture with a significance value of  $t \geq 0.05$  for  $0.073 \geq 0.05$ , skills (X2) significantly influence the organizational culture with a significance value of  $t \leq 0,05$  for  $0.001 \leq 0.05$ , understanding (X3) significantly influence the organizational culture with a significance value of  $t \leq 0.05$  for  $0.000 \leq 0.05$ , qoul sadid (X4) significantly influence the organizational culture with a significance value of  $t \leq 0,05$  for  $0.001 \leq 0.05$ , qoul layyin (X5) significantly influence the organizational culture with a significance value of  $t \leq 0.05$  for  $0.001 \leq 0.05$  and qoul karim (X6) had no significant effect of organizational culture with a significance value of  $t \geq 0.05$  for  $0.065 \geq 0,05$ . From these partial results, effective communication is perceived by both employees of the skills, understanding, qoul sadid, and qoul layyin can influence organizational culture PT National Electricity Company (Limited) Service Area and Network Malang, except in attitude (X1) and qoul karim (X6). While for the most dominant variables affecting the organizational culture is the understanding (X3) because the regression coefficient has a value of (B) is the largest 0.971.