

ABSTRACT

Siti Zahrotur Rosyida, 2012 THESIS. Title: " An Analysis of Influence of the Communication and Motivation on Employee Performance of Kentucky Friend Chicken Malang"

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Kentucky Fried Chicken is PT. Fastfood Indonesi which be separated from competitions. By the increasing of intensity of competition and quality of competitor, KFC said that it can be minimized by always looking at consumers needs and necessity getting active to supply what the consumers hope, and also satisfying them what gettet than other competitors wish. The employee's achievements also depend on restaurant's achievements. And to keep the employees loyalty, the company must apply good communication affectively and give them such motivation.

The purpose of this research is to know the significant effect partially and simultaneously, and to know the dominant influence of the communication and employee motivation to work. This research uses explanatory research by examining hypothesis that there is a significant effect between the independent variabels of communication and motivation on employee performance variables as the dependent variabel with 52 populations by using saturated sampling for 52 samples.

The analysis instrument used is multiple regression analysis and statistic test, that is F test and t test. The data were gotten from quastionnaire addressed to 51 employees. The result of the research shows the value of $F_{count} 22.932 > F_{table} 3.19$, the it provesthat independent variable (X) influences simultaneously and significantly on the dependent variable (Y). With the value of adjusted R Square of 0.467. While the result of t test shows that the communication variabels (X1) with t count $3.899 > t\ tabel 2.01$ and p value $0,000 < 0.05$ and the highestvalue of coefficient is 0.554 (55.4%) has a dominant influence other than that of variabels for incresing employee performance.