ABSTRACT

Triyanto, Heru. 2014. Thesis. Title: "The Vertical Communication Effect on Employee Performance in PT. Charoen Pokphand Jaya Farm Unit 7 Jombang"
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The purpose of this study is to determine (1) Effect of vertical communication consisting of upward communication and downward communication simultaneously on employee performance in PT. Charoen Pokphand Jaya Farm Unit 7 Jombang. (2) Effect of vertical communication consisting of upward communication and downward communication partially on the performance of employees at PT. Charoen Pokphand Jaya Farm Unit 7 Jombang. (3) Variable vertical communication is significant or dominant influence on employee performance in PT. Charoen Pokphand Jaya Farm Unit 7 Jombang.

This study used multiple linear regression analysis method and its simultaneous and partial test. The study was conducted at PT. Charoen Pokphand Jaya Farm Unit 7 Jombang as a research object. In this study also stiffened by spreading a questionnaire to a random sample of 53.

The analysis showed that the variable communication upward and downward communication affect employee performance linearly. In addition, based on simultaneous trials, this study proved that vertical communication consisting of upward communication and downward communication jointly affect the performance of employees at PT. Charoen Pokphand Jaya Farm Unit 7 Jombang , and based on partial test, proving that upward communication is done by the company influence on the performance of employees at PT. Charoen Pokphand Jaya Farm Unit 7 Jombang with a contribution of 92.35 %. As well as proving that the downward communication made by the company affect the performance of employees at PT. Charoen Pokphand Jaya Farm Unit 7 Jombang with a contribution of 89.87 %.