

ABSTRACT

THE EFFECT OF COMPENSATION AND COMMUNICATION ON EMPLOYEE WORK PRODUCTIVITY AT PT. LAUTAN BERLIAN MOTOR BANDAR LAMPUNG

By:

MAHESA GUSTI FADLI

PT. Lautan Berlian Utama Motor was established in 1981 and has a vision to be the best dealer in Indonesia that can meet or exceed customer needs precisely and securely. The mission of PT Lautan Berlian is to be a Mitsubishi vehicle dealer that has a network of services, sales, vehicle maintenance, spare parts and other services that are capable of services that can meet or exceed customer needs precisely and securely to obtain optimal profits. Currently at PT. Lautan Berlian Utama Motor Bandar Lampung experiencing a decrease in work productivity. This study's purpose was to determine the effect of Compensation and Communication on Employee Productivity of PT. Lautan Berlian Utama Motor Bandar Lampung. The type of research was quantitative with the associative method. Data collection was done by distributing questionnaires to sales employees of PT. Lautan Berlian Utama Motor Bandar Lampung which amounted to 34 employees. Analysis method data used multiple linear regression and hypothesis testing using the t-test and f-test with the help of SPSS Version 20 software. The research result proved that the variables of Compensation and Communication had a simultaneous and partial effect on Employee Productivity of PT. Lautan Berlian Utama Motor Bandar Lampung.

Keywords: Compensation, Communication, Employee Work Productivity