

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar Pengaruh Komunikasi, Lingkungan Kerja, Pengembangan Karir Dan Motivasi Terhadap Semangat Kerja Pegawai Pada Kantor Camat Kecamatan Luhak Nan Duo Kabupaten Pasaman Barat. Metode analisis data menggunakan kuesioner, dengan sampel 35 responden. Metode analisis data yang digunakan adalah analisis regresi linear berganda.

Berdasarkan hasil penelitian menunjukkan bahwa Komunikasi, Lingkungan Kerja, Pengembangan Karir Dan Motivasi berpengaruh positif dan signifikan Terhadap Semangat Kerja Pegawai. Kontribusi variabel Komunikasi, Lingkungan Kerja, Pengembangan Karir Dan Motivasi Terhadap Semangat Kerja Pegawai berpengaruh sebesar 81,5% sedangkan sisanya sebesar 18,5% di pengaruhi oleh variabel lain diluar penelitian ini.

Berdasarkan hasil penelitian ini diharapkan Manajemen Perusahaan dapat meningkatkan Semangat Kerja Pegawai dengan meningkatkan Komunikasi, Lingkungan Kerja, Pengembangan Karir Dan Motivasi pada CV. N.J Advertising Padang melalui masing-masing indikator.

Kata Kunci: Komunikasi, Lingkungan Kerja, Pengembangan Karir, Motivasi Dan Semangat Kerja Pegawai

ABSTRACT

The purpose of this study was to determine how big the influence of communication, work environment, career development and motivation on employee morale at the sub-district office of Luhak Nan Duo, West Pasaman Regency. Methods of data analysis using a questionnaire, with a sample of 35 respondents. The data analysis method used is multiple linear regression analysis.

Based on the results of the study showed that communication, work environment, career development and motivation had a positive and significant effect on employee morale. The contribution of the variables of Communication, Work Environment, Career Development and Motivation to Employee Morale has an effect of 81.5% while the remaining 18.5% is influenced by other variables outside of this study.

Based on the results of this study, it is expected that the company's management can increase employee morale by improving communication, work environment, career development and motivation in CV. N.J Advertising Padang through each indicator.

Keywords: Communication, Work Environment, Career Development, Motivation and Employee Morale