

**PENGARUH GAYA KOMUNIKASI PIMPINAN  
TERHADAP KINERJA PEGAWAI  
(Pada Dinas Pariwisata Dan Dinas Sosial Kota Bengkulu)**

**TESIS**

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**PENGARUH GAYA KOMUNIKASI PIMPINAN  
TERHADAP KINERJA PEGAWAI**  
(Studi Kasus Dinas Pariwisata Dan Dinas Sosial Kota Bengkulu)

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Penelitian ini bertujuan untuk (1). Mendiskripsikan gaya komunikasi pimpinan pada Dinas Pariwisata dan Dinas Sosial Kota Bengkulu, (2). Mendiskripsikan kinerja pegawai pada Dinas Pariwisata dan Dinas Sosial Kota Bengkulu, (3). Menjelaskan perbedaan gaya komunikasi pimpinan pada Dinas Pariwisata dan Dinas Sosial Kota Bengkulu, (4) Menjelaskan perbedaan kinerja pegawai pada Dinas Pariwisata dan Dinas Sosial Kota Bengkulu, (5). Menjelaskan pengaruh gaya komunikasi pimpinan terhadap kinerja pegawai pada pada Dinas Pariwisata Kota Bengkulu, (6). Menjelaskan pengaruh gaya komunikasi pimpinan terhadap kinerja pegawai pada pada Dinas Sosial Kota Bengkulu.

Rancangan penelitian yang digunakan adalah kuantitatif eksplanasi. Populasi Penelitian yaitu pegawai Dinas Pariwisata Kota Bengkulu sebanyak 41 Orang sedangkan pegawai Dinas Sosial Kota Bengkulu sebanyak 28 Orang dan langsung dijadikan sampel penelitian dengan menggunakan teknik total sampling. Instrumen pengumpul data menggunakan kuesioner dengan skala Ordinal. Analisis data yang digunakan regresi linear sederhana dan t- tes dengan bantuan software statsitic for Product and service sulition (SPSS) versi 17.

Hasil penelitian ini menyatakan bahwa Gaya komunikasi pimpinan berpengaruh signifikan terhadap kinerja pegawai pada Dinas Pariwisata Kota Bengkulu dan Gaya komunikasi pimpinan berpengaruh signifikan terhadap kinerja pegawai pada Dinas Sosial Kota Bengkulu. Perbandingan gaya komunikasi pimpinan Dinas Pariwisata dan Dinas Sosial Kota Bengkulu tidak ada perbedaan signifikan dan Perbandingan kinerja pegawai Dinas Pariwisata dan Dinas Sosial Kota Bengkulu tidak ada perbedaan signifikan,

Kata kunci: Organisasi, gaya komunikasi pimpinan dan kinerja pegawai

**THE INFLUENCE OF LEADER'S COMMUNICATION STYLE  
ON EMPLOYEES' PERFORMANCE  
(Case study of the Department of Tourism and  
Department of Social Services of Bengkulu City)**

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**ABSTRACT**

This study aims to (1) Describe the leader's communication style at the Department of Tourism and Department of Social Services of Bengkulu City (2). Describe the performance of employees at the Department of Tourism and department of Social Services of Bengkulu City (3). Explain the differences of leader's communication style at the Department of Tourism and department of Social Service of Bengkulu City. (4) explain the differences of employees' performance at the Department of Tourism and department of Social Services of Bengkulu City. (5) explain the influence of leader's communication style on employees' performance at the department of tourism. (6) explain the influence of leader's communication style on employees' performance at the department of sosial service.

The research design used is quantitative explanation. The population of research is 41 employees of Tourism Department of Bengkulu City while the employees of department of social service are 28 employees and directly is used as sample research with using total sampling technique. The data collection instrument uses questionnaires with ordinal scale. Data analysis is used simple linear regression and t-test with statistical software for product and service solution (SPSS) version 17.

The results of this study stated that. Leader's communication style significantly influenced the performance of employees at the Department of Tourism of Bengkulu City and Leader's communication style significantly influenced the performance of employees at the Department of Social Service of Bengkulu City. Comparison of leader's communication style at the Department of Tourism and Department of Social Services of Bengkulu City had no significant difference and Comparison of employees' performance at the Department of Tourism and Department of Social Services of Bengkulu City had no significant difference

Keywords: Organization, leader's communication style and employees' performance

