

ABSTRAK

MUH.TAHIR, Pengaruh Komunikasi Organisasi Dan Efektivitas Kepemimpinan Terhadap Kepuasan Kerja Dan Kinerja Dosen Tetap Perguruan Tinggi Muhammadiyah Di Sulawesi Selatan. Dibimbing oleh.H. Murdifin Haming, Promotor H.Rusjdin dan H.Jamaluddin Bijaang. Ko.Promotor.

Tujuan penelitian ini dilakukan dengan bertujuan untuk menganalisis Pengaruh Komunikasi Organisasi dan Efektivitas Kepemimpinan terhadap Kepuasan Kerja dan Kinerja Dosen Tetap Perguruan Tinggi Muhammadiyah (PTM) di Sulawesi Selatan.

Penelitian ini menggunakan metode survey. Penelitian ini dilaksanakan pada 5 PTM yang memiliki dosen tetap rangking terbanyak dari 19 PTM di Sulawesi Selatan dengan jumlah populasi 841 dosen tetap dengan penentuan sampel 271 responden menggunakan rumus slovin. Data hasil kuesioner dianalisis menggunakan *Structural Equation Model (SEM)* dengan bantuan Amos 21

Hasil penelitian menemukan bahwa Komunikasi organisasi mempunyai pengaruh positif signifikan terhadap kepuasan kerja. Efektivitas kepemimpinan berpengaruh positif dan signifikan terhadap kepuasan kerja, Komunikasi organisasi berpengaruh positif dan tidak signifikan terhadap kinerja dosen. Efektivitas kepemimpinan berpengaruh positif dan signifikan terhadap kinerja dosen. Kepuasan kerja berpengaruh positif dan signifikan terhadap kinerja dosen. Efektivitas kepemimpinan mempunyai pengaruh positif dan signifikan terhadap kinerja dosen melalui kepuasan kerja. Kepuasan kerja berpengaruh positif dan signifikan terhadap kinerja dosen.

Kata kunci : Komunikasi Organisasi, Efektivitas Kepemimpinan, Kepuasan Kerja, Kinerja Dosen

ABSTRACT

MUH.TAHIR, The Effect Of Organizational Communication And Leadership Effectiveness On Full Time Lecturers' Job Satisfaction And Performance Of Muhammadiyah Universities In South Sulawesi. Supervised by, Murdifin Haming, Rusjdin and Jamaluddin Bijaang.

The purpose of this study was to analyze the effect of organizational communication and leadership effectiveness on full time lecturers' job satisfaction and performance of Muhammadiyah Universities (PTM) in South Sulawesi.

This research applied survey method. This research was conducted on 5 PTM which has the highest lecturer rank of 19 PTM in South Sulawesi with total population were 841 full time lecturers with sample determination were 271 respondents used slovin formula. The data of the questionnaire were analyzed by using Structural Equation Model (SEM) with Amos 21.

The research findings found that organizational communication had a significant positive effect on job satisfaction. Leadership effectiveness had a positive and significant effect on job satisfaction, organizational communication had positive effect but it was not significant to lecturers' performance. Leadership effectiveness had a positive and significant effect on lecturers' performance. Organizational communication affected the lecturers' performance through job satisfaction. Leadership effectiveness had a positive and significant influence on lecturers' performance through job satisfaction. Job satisfaction had a positive and significant effect on lecturers' performance.

Keywords: Organizational Communication, Leadership Effectiveness, Satisfaction, Lecturers' Performance

