

ABSTRACT

THE EFFECT OF COMMUNICATION AND MOTIVATION ON EMPLOYEE PERFORMANCE WITH JOB SATISFACTION AS A MEDIATOR VARIABLE

(Case of Tasikmalaya Fullhopper Operational Staff)

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The purpose of this study is to find out how communication, motivation, job satisfaction, and performance of Fullhopper Tasikmalaya operational employees, to know and analyze the influence of communication and motivation on the job satisfaction of Fullhopper Tasikmalaya operational employees, to know and analyze the influence of communication and motivation on employee performance through the job satisfaction of Fullhopper Tasikmalaya operational employees. The research method used is a survey method with a quantitative approach by distributing questionnaires to Fullhopper Tasikmalaya operational employees. The type of data used is primary data and the sample in this study is 35 respondents. The data collection technique used is a questionnaire method given to respondents. The analysis tool in this study uses Structural Equation Modeling (SEM) analysis with a partial least square (PLS) analysis approach and is processed using SmartPLS 3.0 software. The results of the study showed that: (1) communication, motivation of job satisfaction, and employee performance had a good assessment classification, (2) communication and motivation had an effect on the job satisfaction of Fullhopper Tasikmalaya operational employees, (3) job satisfaction mediates the performance of Fullhopper Tasikmalaya's operational employees.

Keywords: *Communication, Motivation, Employee Performance, Job Satisfaction*