

ABSTRACT

**THE INFLUENCE OF COMMUNICATION AND WORK ENVIRONMENT
ON EFFECTIVNESS OF THE WORK**

(A research of Salespeople at PT. Asia San Prima Jaya Tasikmalaya City)

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This study aims to determine and analyze the Effects of Communication and Work Environment on PT Asia San Primajaya salespeople in the city of Tasikmalaya (Asia Plaza) and their effects on Work Effectiveness, both simultaneously and partially. This research model uses survey methods. Data collection techniques were carried out by distributing questionnaires to the department store clerk of PT. Asia San Primajaya, the city of Tasikmalaya (Asia Plaza) as many as 64 people. Data analysis techniques using Path Analysis. Based on the results of the study, it is known that communication and Work Environment simultaneously influence Work Effectiveness and partially Communication and Work Environment both have a significant effect on Work Effectiveness. Therefore it is suggested that the company can improve Communication, Work Environment and Work Effectiveness again so that it can give a positive impact and the achievement of company goals in the future.

Keywords : Communication, Work Environment, Effectivness Of The Work