

“PENGARUH KOMUNIKASI *INTERPERSONAL* DAN *EMPLOYEE WELL-BEING* TERHADAP PRODUKTIVITAS KERJA KARYAWAN DI PT. SOKA CIPTA NIAGA”

ABSTRAK

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Penelitian ini mengkaji dampak komunikasi *interpersonal* dan *employee well-being* terhadap produktivitas kerja karyawan di PT. Soka Cipta Niaga, sebuah perusahaan halal fashion. Studi ini termotivasi oleh observasi bahwa meskipun perusahaan berkembang, target produktivitas belum tercapai sepenuhnya, sebagian karena tantangan komunikasi *interpersonal* dan kesejahteraan karyawan. Menggunakan pendekatan kuantitatif, data dikumpulkan dari 63 karyawan PT. Soka Cipta Niaga melalui kuesioner dan dianalisis dengan regresi linear berganda. Komunikasi *interpersonal* berada dalam kategori sangat tinggi, *employee well-being* berada pada kategori sangat tinggi, dan produktivitas kerja karyawan berada pada kategori sangat tinggi. Hasil analisis menunjukkan bahwa komunikasi *interpersonal* (X_1) memberikan kontribusi signifikan sebesar 37,2% terhadap produktivitas kerja (Y). Sedangkan, *employee well-being* (X_2) tidak berpengaruh signifikan, menyumbang 29,5% terhadap produktivitas. Secara simultan, kedua variabel ini menjelaskan 38,6% dari variasi produktivitas kerja, sementara 61,4% sisanya dipengaruhi oleh faktor eksternal lain. Studi ini menyimpulkan bahwa komunikasi *interpersonal* dan *employee well-being* adalah pendorong utama produktivitas di PT. Soka Cipta Niaga. Oleh karena itu, disarankan agar perusahaan memprioritaskan peningkatan kedua aspek ini untuk mencapai produktivitas kerja karyawan yang lebih optimal dan berkelanjutan.

Kata Kunci : Komunikasi *interpersonal*, *Employee Well-Being*, Produktivitas Kerja Karyawan, PT. Soka Cipta Niaga

**“THE EFFECT OF INTERPERSONAL COMMUNICATION AND
EMPLOYEE WELL-BEING ON EMPLOYEE WORK PRODUCTIVITY AT
PT. SOKA CIPTA NIAGA ”**

ABSTRACT

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This study examines the impact of interpersonal communication and employee well-being on employee productivity at PT. Soka Cipta Niaga, a halal fashion company. This study was motivated by the observation that despite the company's growth, productivity targets have not been fully achieved, partly due to challenges in interpersonal communication and employee well-being. Using a quantitative approach, data were collected from 63 employees of PT. Soka Cipta Niaga through questionnaires and analyzed using multiple linear regression. Interpersonal communication was in the very high category, employee well-being was in the very high category, and employee work productivity was in the very high category. The analysis results showed that interpersonal communication (X1) contributed significantly to work productivity (Y) by 37.2%. Meanwhile, employee well-being (X2) had no significant effect, contributing 29.5% to productivity. Simultaneously, the two variables explained 38.6% of the variation in work productivity, while the remaining 61.4% was influenced by other external factors. This study concluded that interpersonal communication and employee well-being were the main drivers of productivity at PT. Soka Cipta Niaga. Therefore, it is recommended that companies prioritize improving these two aspects to achieve more optimal and sustainable performance.

Keywords: Interpersonal communication, Employee Well-Being, Employee Work Productivity, PT. Soka Cipta Niaga