

ABSTRAK**Pengaruh Gaya Komunikasi Manajerial Terhadap Kepuasan Komunikasi, Kinerja, dan Ketidakhadiran Karyawan****Studi pada *Credit Union* di Yogyakarta**

Hanna Meiliawati Ariyadi
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk menguji apakah gaya komunikasi manajerial asertif, pasif, dan agresif berpengaruh terhadap kepuasan komunikasi, kinerja, dan ketidakhadiran karyawan. Jenis penelitian ini menggunakan pendekatan kuantitatif. Subyek penelitian ini adalah karyawan-karyawan *Credit Union* (CU) dengan sampel penelitian 92 karyawan dari 11 *Credit Union* (CU) di Yogyakarta. Pengambilan sampel menggunakan teknik *non probability sample*. Metode pengumpulan data pada penelitian ini menggunakan kuesioner dengan teknik pengumpulan data menyebarkan kuesioner kepada karyawan-karyawan dan untuk mengukur respon dari setiap pernyataan menggunakan skala *Likert*. Analisis data penelitian ini menggunakan analisis regresi berganda. Hasil penelitian yaitu (1) diantara tiga komponen gaya komunikasi manajerial, yaitu asertif, pasif, dan agresif ternyata hanya gaya komunikasi manajerial asertif yang berpengaruh terhadap kepuasan komunikasi karyawan; (2) diantara tiga komponen gaya komunikasi manajerial, yaitu asertif, pasif, dan agresif ternyata hanya gaya komunikasi manajerial asertif yang berpengaruh terhadap kinerja karyawan; (3) diantara tiga komponen gaya komunikasi manajerial, yaitu asertif, pasif, dan agresif ternyata tidak ada yang berpengaruh terhadap ketidakhadiran karyawan.

Kata kunci: Gaya Komunikasi Manajerial Asertif, Gaya Komunikasi Manajerial Pasif, Gaya Komunikasi Manajerial Agresif, Kepuasan Komunikasi, Kinerja, dan Ketidakhadiran.

ABSTRACT**Influences of Managerial Communication Style on Communication Satisfaction,
Performance, and Employee Absence
Study at Credit Union in Yogyakarta**

Hanna Meiliawati Ariyadi
Sanata Dharma University
2019

The aim of this study was to test whether the assertive, passive and aggressive managerial communication influences the communication satisfaction, performance and absenteeism of the employees. This type of research used a quantitative approach. The subjects of this study were *Credit Union* (CU) employees with sample research 92 employees of 11 *Credit Unions* (CU) in Yogyakarta. The technique of sampling of this study was using *non probability sample technique*. Method of collecting data on research was using questionnaires with data collection techniques distributed the questionnaire to employees and measured the response of each statement using *Likert* scale. This research data analysis was using multiple regression analysis. The results of the research are (1) among of the three components of the managerial communication styles, namely assertive, passive and aggressive and it turns out that only just a assertive managerial communication style had influence to the satisfaction of the employee communications; (2) among the three components of the managerial communication styles, namely assertive, passive and aggressive, and it turns out that only managerial communication style assertive had effect to the employee performance; (3) among the three components of the managerial communication styles, namely assertive, passive and aggressive, and it turns out no one influence on employee absenteeism.

Keywords : An Assertive Managerial Communication Style, A Passive Managerial Communication Style, Communication Satisfaction, Performance, and Absenteeism.