

Abstrak

Pertumbuhan *coffee shop* yang terus meningkat di Indonesia tidak diiringi dengan *Job Performance* yang tinggi pada baristanya. Peneliti ini bertujuan untuk mengetahui hubungan antara komunikasi internal dan *employee engagement* terhadap *job performance* pada barista di *coffee shop* Yogyakarta. Hipotesis yang diajukan pada penelitian ini adalah ada hubungan positif antara komunikasi internal dengan *job performance* barista dan ada hubungan positif antara *employee engagement* dengan *job performance* barista. Subjek dalam penelitian ini adalah 60 orang barista di *coffee shop* Yogyakarta dan sudah bekerja minimal 1 tahun. Cara pengambilan subjek dengan menggunakan Skala Komunikasi Internal, Skala *Employee Engagement* dan Skala *Job Performance*. Metode analisis data yang digunakan adalah korelasi *product moment* dari Karl Pearson. Berdasarkan hasil penelitian hubungan antara komunikasi internal dengan *job performance*, diperoleh koefisien korelasi (r_{xy}) = 0,387 dengan $p = 0,002$ ($p < 0,050$) yang berarti ada hubungan positif antara komunikasi internal dengan *job performance* pada barista di Yogyakarta. Nilai koefisien determinasi R squared (R^2) sebesar 0,150 yang menunjukkan bahwa variabel komunikasi internal menunjukkan kontribusi (15%) terhadap *job performance* dan sisanya (85%) dipengaruhi oleh faktor-faktor lain. Berdasarkan hasil penelitian hubungan antara *employee engagement* dengan *job performance*, diperoleh koefisien korelasi (r_{xy}) = 0,388 dengan $p = 0,002$ ($p < 0,050$) yang berarti ada hubungan positif antara *employee engagement* dengan *job performance* pada barista di Yogyakarta. Nilai koefisien determinasi R squared (R^2) sebesar 0,151 yang menunjukkan bahwa variabel *employee engagement*

menunjukkan kontribusi (15,1%) terhadap *job performance* dan sisanya (84,9%) dipengaruhi oleh faktor-faktor lain.

key words: barista, employee engagement, job performance, komunikasi internal

Abstract

The growth of *coffee shop* in Indonesia is not aligned with high level of *job performance* of its barista. This research aims to determine the relationship between internal communication and employee engagement towards job performance for baristas at coffee shops in Yogyakarta. The hypothesis proposed in this study is that first, there is a positive relationship between internal communication and job performance. Second, there is a positive relationship between employee engagement and job performance. The subjects in this study were 60 baristas at a coffee shop in Yogyakarta and have been working for at least 1 year. The data collecting method used Internal Communication Scale, Employee Engagement Scale and Job Performance Scale. The data analysis method used is the product moment correlation of Karl Pearson. Based on the results, the relationship between internal communication and job performance has the correlation coefficient (r_{xy}) = 0.387 with $p = 0.002$ ($p < 0.050$), which means that there is a positive relationship between internal communication and job performance for baristas in Yogyakarta. The value of the coefficient of determination R squared (R^2) is 0.150 which indicates that the internal communication variable shows a contribution (15%) to job performance and the rest (85%) is influenced by other factors. On the other hand, the relationship between employee engagement and job performance has the correlation coefficient (r_{xy}) = 0.388 with $p = 0.002$ ($p < 0.050$), which means that there is a positive relationship between employee engagement and job performance for baristas in Yogyakarta. The coefficient of determination R squared (R^2) is 0.151 which indicates that the employee engagement variable shows a contribution (15.1%) to job performance and the rest (84.9%) is influenced by other factors.

key words: barista, employee engagement, job performance, komunikasi internal