

***The Role Of Employee Loyalty in Mediating The Effect Of Mediating The
Effect Of Internal Communication and Job Description On Employee
Performance (A Study at The Secretariat Of The Directorate General Of Village
Governance Development, Ministry Of Home Affairs)***

By Dicky Rizky Syahputra

Abstract

This study applies a quantitative approach to evaluate the impact of internal communication and job description on employee performance with employee loyalty as a mediating variable at the Secretariat of the Directorate General of Village Government, Ministry of Home Affairs. The research involved 92 respondents selected using simple random sampling techniques. Data analysis used SEM-based PLS methods with SmartPLS 4.0 as a tool. The results show that (1) internal communication has a positive and significant effect on employee performance, (2) job description does not have a significant effect on employee performance, (3) employee loyalty has a positive and significant effect on employee performance, (4) internal communication has a positive and significant effect on employee loyalty, (5) job description has a positive and significant effect on employee loyalty, (6) employee loyalty is not able to mediate the effect of internal communication on employee performance, and (7) employee loyalty is not able to mediate the effect of job description on employee performance.

Keywords: Internal Communication, Job Description, Employee Loyalty, Employee Performance.

Peran Loyalitas Pegawai dalam Memediasi Pengaruh Komunikasi Internal dan *Job Description* terhadap Kinerja Pegawai (Studi pada Sekretariat Direktorat Jenderal Bina Pemerintahan Desa Kementerian Dalam Negeri)

Oleh Dicky Rizky Syahputra

Abstrak

Studi ini mengaplikasikan pendekatan kuantitatif untuk mengevaluasi dampak pengaruh komunikasi internal dan *job description* terhadap kinerja pegawai dengan loyalitas pegawai sebagai variabel mediasi pada Sekretariat Direktorat Jenderal Bina Pemerintahan Desa Kementerian Dalam Negeri. Penelitian melibatkan 92 responden yang diambil menggunakan teknik *simple random sampling*. Analisis data menggunakan metode SEM berbasis PLS dengan alat bantu SmartPLS 4.0. Hasil penelitian menunjukkan bahwa (1) komunikasi internal berpengaruh positif dan signifikan terhadap kinerja pegawai, (2) *job description* tidak berpengaruh signifikan terhadap kinerja pegawai, (3) loyalitas pegawai berpengaruh positif dan signifikan terhadap kinerja pegawai, (4) komunikasi internal berpengaruh positif dan signifikan terhadap loyalitas pegawai, (5) *job description* berpengaruh positif dan signifikan terhadap loyalitas pegawai, (6) loyalitas pegawai tidak mampu memediasi pengaruh komunikasi internal terhadap kinerja pegawai, dan (7) loyalitas pegawai tidak mampu memediasi pengaruh *job description* terhadap kinerja pegawai.

Kata Kunci: Komunikasi Internal, *Job Description*, Loyalitas Pegawai, Kinerja Pegawai.