

ABSTRACT

The hotel business is one of the important means in supporting the success of tourism in Indonesia. The sustainability of the hotel business depends on the number of tourist visits. With the many accommodations available, it creates tight competition between hotels. For that, each company must be able to provide good performance in terms of quality and service to achieve visitor satisfaction. Any effort to provide extraordinary service will be in vain without the contribution of competent and dedicated employees. Employee performance can be created due to several influencing factors such as organizational communication, organizational culture, leadership, and motivation. By optimizing organizational communication, it will be able to improve organizational performance. In addition, good performance is reflected in the ability of employees to adapt to the company culture. This study aims to determine how the influence of organizational communication flow and organizational culture on employee performance. The study was conducted using quantitative methods and the sample size was determined by accidental sampling of 100 Rocky Plaza Hotel Padang employees. The research data were analyzed using the SEM-PLS method with outer model and inner mode testing. Based on the calculation of the coefficient of determination, it was found that the Organizational Communication Flow and Organizational Culture simultaneously have a significant positive effect on Employee Performance at Rocky Plaza Hotel Padang by 67.5%. Further researchers are expected to be able to conduct further research using the same object to determine other aspects that affect employee performance whose percentage has been known, namely 32.5%.

Keywords: Organizational Communication Flow, Organizational Culture, Employee Performance, Rocky Plaza Hotel Padang