

ABSTRACT

High-quality Human Resources (HR) is a primary requirement that companies must possess to achieve their organizational goals effectively and efficiently. This aligns with what PT. Apexindo Pratama Duta Tbk Balikpapan branch is doing in managing their Human Resources optimally. Enhancement of factors that impact Human Resources performance, namely Organizational Communication, is needed to optimize employee performance.

This research is quantitative using descriptive analysis methods. The sample used in this study consists of 135 employees. The data analysis technique employed is simple linear regression analysis.

Based on the research results, it shows that Organizational Communication and Employee Performance at PT. Apexindo Pratama Duta Tbk Balikpapan branch fall into the "good" category. Meanwhile, the partial hypothesis test results indicate that there is a significant positive relationship between organizational communication and employee performance ($\beta = 0.693$; $p < 0.01$). This finding indicates that the communication system implemented by the company operates effectively and positively correlates with employee productivity.

Organizational communication explains 48.1% of the variation in employee performance, while 51.9% is explained by other factors not examined in this study. These results show that organizational communication has a significant contribution to its variation with employee performance, although there are still other factors that play a role in forming optimal performance in the work environment.

Keywords: Organizational Communication, Employee Performance, and Human Resources