

ABSTRAK

Skripsi dengan judul “Pengaruh Lingkungan Kerja, Komunikasi Internal, dan Disiplin Kerja Terhadap Kinerja Karyawan di *Counter Abdul Fattah Cellular Mangunsari Tulungagung*” ini ditulis oleh Fidini Intania Putri, NIM 12405193108, Program Studi Manajemen Bisnis Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, yang dibimbing oleh Lativa Hartiningtyas, M.Pd.

Penelitian ini dilatarbelakangi oleh kinerja karyawan di *counter* abdul fattah cellular, yang merupakan salah satu pelopor *counter* handphone di Tulungagung. Dengan penelitian ini harapannya dapat memaksimalkan kerja karyawan di *counter* Abdul Fattah *cellular*, supaya pelayanan toko menjadi lebih maksimal sehingga diharapkan pengunjung toko di *counter* semakin meningkat.

Penelitian ini bertujuan: 1) Untuk menguji pengaruh lingkungan kerja berpengaruh terhadap kinerja karyawan abdul fattah *cellular* Mangunsari Tulungagung, 2) Untuk menguji pengaruh komunikasi internal terhadap kinerja karyawan abdul fattah *cellular* Mangunsari Tulungagung, 3) Untuk menguji pengaruh disiplin kerja terhadap kinerja karyawan abdul fattah *cellular* Mangunsari Tulungagung, 4) Untuk menguji pengaruh lingkungan kerja, komunikasi internal, dan disiplin kerja secara simultan terhadap kinerja karyawan abdul fattah *cellular* Mangunsari Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel menggunakan sampling jenuh. Teknik pengumpulan data pada penelitian ini menggunakan kuesioner dengan penyebaran langsung kepada responden. Analisis data yang digunakan uji validitas, uji reliabilitas, uji asumsi klasik, koefisien determinasi, regresi linier berganda, dan uji hipotesis menggunakan uji parsial (T), uji sumultan (F) dan koefisien determinasi (R^2).

Hasil penelitian ini menyatakan bahwa secara parsial (Uji t) lingkungan kerja, komunikasi internal dan disiplin kerja berpengaruh signifikan terhadap kinerja karyawan. Sedangkan secara simultan (Uji f) variabel lingkungan kerja, komunikasi internal dan disiplin kerja secara bersama-sama berpengaruh positif signifikan terhadap kinerja karyawan di *counter* abdul fattah *cellular* Mangunsari Tulungagung.

Kata kunci: *Counter Abdul Fattah Cellular*, Disiplin Kerja, Kinerja Karyawan.

ABSTRACT

This thesis entitled "The Influence of the Work Environment, Internal Communication, and Work Discipline on Employee Performance at Counter Abdul Fattah Cellullar Mangunsari Tulungagung" was written by Fidini Intania Putri, NIM 12405193108, Sharia Business Management Study Program, Department of Business and Management, Faculty of Economics and Business Islam, UIN Sayyid Ali Rahmatullah Tulungagung, who was supervised by Lativa Hartiningtyas, M.Pd.

This research is motivated by the performance of employees at the Abdul Fattah cellular counter, which is one of the pioneers of mobile counters in Tulungagung. With this research, it is hoped that it can maximize the work of employees at the Abdul Fattah Cellular counter, so that store service becomes more optimal so that it is hoped that shop visitors at the counter will increase.

This study aims: 1) To examine the influence of the work environment on the performance of employees of Abdul Fattah cellular Mangunsari Tulungagung, 2) To examine the effect of internal communication on the performance of employees of Abdul Fattah cellular Mangunsari Tulungagung, 3) To examine the effect of work discipline on the performance of employees of Abdul Fattah cellular Mangunsari Tulungagung, 4) To examine the influence of the work environment, internal communication, and work discipline simultaneously on the performance of employees of Abdul Fattah cellular Mangunsari Tulungagung.

This study uses a quantitative approach to the type of associative research. The sampling technique uses saturated sampling. Data collection techniques in this study used a questionnaire with direct distribution to respondents. Data analysis used validity test, reliability test, classical assumption test, coefficient of determination, multiple linear regression, and hypothesis testing using partial test (T), sumultaneous test (F) and coefficient of determination (R2).

The results of this study state that partially (t test) the work environment, internal communication and work discipline have a significant effect on employee performance. While simultaneously (Test f) the variables of work environment, internal communication and work discipline together have a significant positive effect on employee performance at the counter Abdul Fattah cellular Mangunsari Tulungagung.

Keywords: *Abdul Fattah Celullar Counter, Employee Performance, Work Discipline.*