

## ***The Impact of Effective Communication on Employee Performance***

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**Abstract:** Effective communication has an important role in improving employee performance in the work environment. This study aims to analyze the impact of effective communication on employee performance. The method used is the literature method. Through the literature review method, this study collects and analyzes relevant information regarding the relationship between effective communication and employee performance. The results of the literature analysis revealed that effective communication has a positive impact on employee performance. Good communication affects productivity, improves work quality, and strengthens employee job satisfaction. The results of this study provide an in-depth insight into how effective communication can affect employee performance. The practical implication of this study is the importance of developing effective communication strategies in an organization to improve overall employee performance such as improving communication skills, facilitating clear and open information flow, and encouraging a positive communication culture in the workplace.

**Keywords:** *Effective Communication, Employee Performance, Impact*

## **1 INTRODUCTION**

Organizational performance is closely related to the strategic objectives to be achieved. Therefore, performance includes the implementation of tasks and the achievement of the results of these tasks. Improving employee performance is very important for organizations, because improving performance has an impact on increasing organizational productivity. One way to improve performance is to implement an effective communication strategy and always fulfill the purpose of communication itself (Kaharuddin & Cahyani, 2022). Therefore, communication is an important aspect in an organization and every employee must do it well. Communication is an action carried out with awareness and the goals that the communicator wants to achieve (Setiawan & Pratama, 2019). Effective communication plays an important role in the success of the organization. Effective communication means that the intent and purpose contained in the communication can be conveyed in such a way that it can be fully understood by the recipient (Moekijat, 1993). In the current era of information and technology, organizational success depends not only on individual abilities, but also on the ability of individuals to communicate effectively with colleagues, management, and customers. A number of studies have shown that effective communication affects productivity, work quality, and employee job satisfaction, such as research conducted by Agustina et al. (2019), Kaharuddin & Cahyani (2022), and Suhendro et al. Effective communication plays a role in building good working relationships between employees, coworkers and management and employees who are able to communicate well tend to find it easier to work together, share information and build strong relationships (Agustina et al., 2019). The quality of employee performance can be seen from the way they communicate in the organization. By implementing an effective communication system, it is hoped that various tasks can be carried out properly, so that work results or performance can increase.

In this regard, a literature review will be conducted to determine the relationship between effective communication and employee performance. Reflecting on related studies that have been conducted previously, with a focus on theories related to effective communication and factors that affect employee performance. Through the literature review method, relevant information will be collected and analyzed to build a comprehensive framework to understand the impact of effective communication on employee performance. The framework will also assess key variables such as

productivity, work quality, and job satisfaction as performance indicators. Using the literature review method is expected to provide a clear and in-depth picture of how effective communication can affect employee performance.

## 2 MATERIALS AND METHODS

### Materials

According to Robbins (1996), communication is a transmission in the form of symbols or sentences with a certain language aimed at other people so that these people receive and understand the information conveyed. (Lawasi & Triatmanto, 2017). According to Brent D. Ruben, human communication is a process by which people's relationships with each other in an organisation or society create, transmit, and use this information to coordinate with the surrounding environment (Lawasi & Triatmanto, 2017). In essence, communication is a process of sending messages to other people in both verbal and non-verbal forms so that the recipient of the information can understand the information conveyed. Communication in a company that is carried out both face-to-face and virtually, if managed properly, will have a positive impact on the performance of its employees. Therefore, every company needs to build effective communication. With the application of effective communication, it will improve the work environment in a company that makes employees contribute positively to the company (Musheke & Phiri, 2021).

Effective communication according to Hardjana (2003) is the exchange of information, ideas, beliefs, feelings and attitudes between two people (communicator and communicant) or in the form of a group whose results are in accordance with the expectations of the response received and are able to produce attitude change by conveying information, entertaining, or persuading people involved in the communication (Ariyanti, 2019). Ineffective communication in an organisation or company will result in uncertainty, fear and dissatisfaction, which will result in poor productivity. In addition, an ineffective communication process will also make it difficult for message recipients to understand the information in question, where it is not uncommon for misunderstandings to occur in the communication process between employees and even cause conflict between them. This continues to hamper the next communication process. Communication is not just a process of exchanging information between communicators and communicants, but also supports work interactions and the work team as a whole when done effectively (Suhendro et al., 2022).

Effective communication includes espoused beliefs, perceived accuracy, desire for interaction, willingness to accept from top management and upward information requirements, requiring sensitivity and skills that can only be done after studying the communication process and awareness of what is done when communicating (Agustina et al., 2019). In effective communication, there are several laws that govern the course of communication so that communication runs effectively and information is received clearly. According to Aribowo Prijosaksono (2007) "REACH" communication law (Ariyanti, 2019):

- a. Respect, develop communication by respecting the individuals who will be the recipients of the information we convey.
- b. Empathy, our ability to put ourselves in the situation or condition faced by others. One of the main requirements is being able to listen or understand first before being listened to or understood by others.
- c. Audible, the information we convey can be heard or understood properly.
- d. Clarity, the clarity of the information conveyed itself so that it does not cause multiple interpretations.
- e. Humble, an attitude of humility.

According to (Agustina et al., 2019) there are obstacles contained in communication, namely:

1. Lack of attention to other people's experiences,
2. Use of terms that the recipient of the message does not understand,
3. Choosing the wrong media,
4. Surrounding distractions and,
5. Use of words that have multiple meanings.

### Methods

In this study, the method used is the literature review method or literature study. According to Danial & Warsiah (2009), literature study is a research method carried out by researchers by collecting books or magazines related to the topic to be studied (Hidayah et al., 2019). The data used in this study comes from textbooks, journals, scientific articles,

literature reviews that contain the concept of this research. The purpose of this literature review itself according to Tozer (2010) is several, namely informing readers about the results of other studies that are in line with the research being carried out, existing literature, complementing or refining previous research, literature reviews come from journal articles, books, data from the internet, etc. which are summarized according to the topic discussed (Septiani, 2021). This literature study has the aim of knowing the impact of effective communication on employee performance.

### 3 RESULTS

This section contains the results from the literature from several previous sources used by researchers. The results from each source are attached in the following table.

No	Article title	Article Result
1.	The Impact of Communication on Workers' Performance in Selected Organisations in Lagos State, Nigeria	Based on its conclusions, the study was able to show that effective communication encourages mutual understanding between management and employees, which helps in the growth of honest connections between both groups in the workplace. This study also demonstrates that poor communication may affect workers' productivity. Businesses should frequently communicate their policies, goals, and objectives to their workers in order to improve job performance. In order to make work easier and enhance performance, communication is a technique used to express to subordinates the task, the resources needed to execute an assignment, the roles and duties, and the desired outcomes.
2.	The Effects of Effective Communication on Organizational Performance Based on the Systems Theory	The study's target group was selected at random from three consulting businesses in Lusaka. The three firms had a combined total of 138 workers, and comprehensive sampling was used for each enterprise to guarantee that responses from a variety of employee classes were included in the study. This made it possible to apply the findings more widely. The systems theory employed in the study led to the conclusion that the two primary factors affecting effective communication were workplace conflict and divergent management ideologies. The study found a strong correlation between effective communication and the channel used. The study did provide evidence in favor of the notion that effective communication increases organizational performance.
3.	The Influence of Individual Characteristics, Effective Communication and Job Satisfaction on Employee Performance (study at PT Tambang Batubara Bukit Asam)	Based on the research's findings and the subsequent discussion, the following conclusions may be drawn. At PT Tambang Batubara Bukit Asam, personality attributes have a big impact on how well employees perform. The efficiency of communication greatly affects how well employees at PT Tambang Batubara Bukit Asam function. At PT Tambang Batubara Bukit Asam, work satisfaction has a substantial impact on employee performance.

## 4 DISCUSSIONS

This research explains that communication in the company is very important, if managed properly it will have a positive impact on the performance of its employees. Effective communication will facilitate the exchange of information relevant to work and will improve the implementation of organizational work. Conversely, if the communication in a company is ineffective, it will result in uncertainty, fear and dissatisfaction, which will result in poor productivity in employee performance. In addition, it can also cause misunderstandings in the communication process between employees and even cause conflict between them. Therefore, this effective communication needs to be socialized and formed properly in the company. So that the performance of employees there is also good so that the company's goals will also be achieved properly.

Based on research conducted by (Femi, 2014) on 120 respondents on "*The Impact of Communication on Workers' Performance in Selected Organizations in Lagos State, Nigeria*" found that there is a relationship between effective communication with performance, productivity and worker commitment. This means that it is true that effective communication can have an impact on employee performance in a company. The research conducted by (Musheke & Phiri, 2021) on 88 respondents on "*The Effects of Effective Communication on Organizational Performance Based on the Systems Theory*" shows the results that effective communication has a positive effect on organizational performance. From these two studies it is clear that effective communication in a company will have a good impact on the performance of employees in a company. The advantage of this research is that we know what previous studies that discuss the topic of effective communication are like, what the results of these studies are, we become aware of this. However, there are also limitations in this study, namely in this study it does not mention how much impact effective communication has on employee performance when viewed in percentage terms, because the method in this study itself is using literature review.

## 5 CONCLUSIONS

This study employed the literature technique, drawing on earlier sources. This research illustrates how crucial internal communication is to a business and how well managed internal communication may improve employee productivity. Effective communication will make it easier for people to share work-related information and will enhance how organizational tasks are carried out. Therefore, the organization needs to properly socialize and develop this effective communication. in order for the company's objectives to be adequately met and for the personnel to perform well there.

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