PENGARUH KOMUNIKASI INTERNAL DAN STRES KERJA TERHADAP LOYALITAS PEGAWAI DI KANTOR INSPEKTORAT DAERAH PEMERINTAH KABUPATEN BULELENG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi internal dan stres kerja terhadap loyalitas pegawai di Kantor Inspektorat Daerah Pemerintah Kabupaten Buleleng, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Populasi penelitian adalah pegawai tetap di Kantor Inspektorat Daerah Pemerintah Kabupaten Buleleng yang telah bekerja minimal enam bulan, dengan jumlah sampel sebanyak 54 orang. Data penelitian diperoleh melalui penyebaran kuesioner menggunakan skala Likert lima tingkat. Instrumen penelitian terlebih dahulu diuji validitas dan reliabilitas untuk memastikan kelayakan alat ukur. Selanjutnya, data dianalisis menggunakan analisis regresi linear berganda dengan bantuan *Statistical Package for the Social Sciences* (SPSS), yang meliputi uji asumsi klasik, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial, komunikasi internal dan stres kerja berpengaruh terhadap loyalitas pegawai di Kantor Inspektorat Daerah Pemerintah Kabupaten Buleleng. Secara simultan, komunikasi internal dan stres kerja juga berpengaruh signifikan terhadap loyalitas pegawai di Kantor Inspektorat Daerah Pemerintah Kabupaten Buleleng. Nilai *Adjusted R Square* menunjukkan bahwa komunikasi internal dan stres kerja mampu menjelaskan 58,0% variasi loyalitas pegawai, sedangkan 42,0% dipengaruhi faktor lain di luar model penelitian. Oleh karena itu, pimpinan perlu menjaga keterbukaan informasi, memperkuat dukungan, dan menciptakan kondisi kerja yang kondusif bagi pegawai dalam menjalankan tanggung jawab organisasi.

Kata kunci: komunikasi internal, loyalitas pegawai, stres kerja

THE EFFECT OF INTERNAL COMMUNICATION AND WORK STRESS ON EMPLOYEE LOYALTY AT THE REGIONAL INSPECTORATE OFFICE OF THE BULELENG REGENCY GOVERNMENT

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ABSTRACT

This study aims to analyze the effect of internal communication and work stress on employee loyalty at the Regional Inspectorate Office of the Buleleng Regency Government, both partially and simultaneously. This study employs a quantitative approach with a causal research design. The study population consisted of permanent employees at the Regional Inspectorate Office of the Buleleng Regency Government who had worked for at least six months, with a total sample of 54 respondents. Data were collected through questionnaires using a five-point Likert scale. The research instrument was first tested for validity and reliability to ensure the feasibility of the measurement instrument. The data were then analyzed using multiple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS), including classical assumption tests, partial testing (t-test), simultaneous testing (F-test), and the coefficient of determination. The results show that, partially, internal communication and work stress have a positive and significant effect on employee loyalty at the Regional Inspectorate Office of the Buleleng Regency Government. Simultaneously, internal communication and work stress also have a significant effect on employee loyalty at the Regional Inspectorate Office of the Buleleng Regency Government. The Adjusted R Square value indicates that internal communication and work stress explain 58.0% of the variation in employee loyalty, while the remaining 42.0% is influenced by other factors outside the research model. Therefore, management should maintain open communication, strengthen employee support, and create a conducive work environment to support employees in carrying out their organizational responsibilities.

Keywords: *employee loyalty, internal communication, work stress*