ABSTRACT

ATTRACTION INTERPERSONAL INFLUENCE ON COMMUNICATION BETWEEN EMPLOYEE SATISFACTION AT DIREKTORAT JENDERAL BEA AND CUKAI REGIONAL OFFICE WEST JAVA

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This research aims to identify the influence of interpersonal attraction to communication satisfaction among employees at Direktorat Jenderal Bea and Cukai Regional Office of West Java. So to be able to see how big the impact, researchers try to analyze personal factors, Situational factors, expectations and perceived outcome.

This research type is quantitative. While research method used is survey method with the correlation analysis technique. Most of the data collected through interviews and questionnaires, and also supported by literature study. Sampling unit are all employees of the Direktorat Jenderal Bea and Cukai Regional Office of West Java (DJBC), with a population of 124 people, then obtained a sample of 55 persons. The sampling technique used was simple random sampling is simple random sampling. Prior to conducting the questionnaire, the researchers first to test the validity and reliability on each item in the questionnaire question by using SPSS 12 for windows. The Data obtained from the questionnaire, given score, analyzed and processed using Spearman Rank Correlation Coefficient (The Spearman Rank Order Correlation Coefficien, Rs) in SPSS 12.

The results showed influence of personal factors on communication satisfaction was 9.86%, to satisfaction of situational factors amounted to 42,38% of communication, interpersonal attraction effect on expectations among the employees amounted to 33.52%, the effect on the results of interpersonal attraction that is felt among the employees amounted to 29.16%. So that in general the influence of interpersonal attraction to communication satisfaction among employees at the Direktorat Jenderal Bea and Cukai Regional Office of West Java is at 37.82%, the data processing and hypothesis testing suggests that Ho refused and Ha accepted.

The conclusion, that there is a positive influence on satisfaction of interpersonal attraction communication among employees at the Direktorat Jenderal Bea and Cukai Regional Office of West Java.

Advice to the Direktorat Jenderal Bea and Cukai Regional Office of West Java (DJBC) that should DJBC organized the event to draw closer the relationship between employees such as "employee gathering" so that employees can interact with each other.