

ABSTRACT

*The purpose of this research is to carry out quantitative research with multiple linear regression analysis as an analytical tool. There are two hypotheses put forward, namely 1) the effect of organizational communication (X1) on work motivation of Witel Bandung employees (Y); and 2) the effect of organizational communication effectiveness (X1) on improving employee performance Witel Bandung (Y). To prove this hypothesis, multiple linear analysis was used with significant *t* and *F* tests. This study used population research because the population was less than 100 so that the sample used in this study was 30 employees of Witel Bandung. Based on the results of this study, it is hoped that Witel Bandung will further improve organizational communication so that the relationship between management and employees is always maintained so that important information is more easily and quickly communicated effectively. Thus, employee motivation and performance will continue to increase to realize the company's vision, mission, and goals.*

Keywords: organizational communication, motivation, employee performance