

ABSTRACT

This research was conducted to determine the effect of organizational communication on member loyalty in toastmasters international. The aim of this research was to find out and analyze the influence of organizational communication on member loyalty either partially or simultaneously on member loyalty in Toastmasters International.

Data collection in this study was carried out by distributing questionnaires and using descriptive quantitative data analysis. Sampling was carried out using a non-probability sampling method, namely purposive sampling. The sample used in this study were active members of the International Toastmasters district 87, with a total of 327 respondents. The method of analysis of this research is a simple linear regression test and the analytical tool used with the help of SPSS version 26. Based on the results of the descriptive analysis, it shows that organizational communication variables are included in the fairly good category, while member loyalty is in the fairly good category. The results of multiple linear analysis can be concluded that the product variation variable is positive and significant towards member loyalty in Toastmasters International district 87 either partially or simultaneously. While influenced by other factors not examined in this study.

Keywords: *Communication, Member Loyalty, Organizational Communication, Public Speaking, Public Relations*