

ABSTRACT

In the increasingly competitive era of globalization and digitalization, companies are faced with great challenges to maintain their existence and competitiveness. One of the keys to the company's success lies in its ability to manage human resources (HR) effectively and strategically. In line with the importance of human resource management as a company's strategic asset, modern approaches to human resource management demand a deeper understanding of individual needs, potential, and aspirations.

This research aims to determine and analyze the effect of interpersonal communication on employee performance with employee engagement as an intervening variable in PDAM Tirta Moedal employees in Semarang City. This research uses primary data by giving questionnaires to PDAM Tirta Moedal employees, and secondary data through journals, books, and other supporting data sources. The questionnaire was developed by the researchers using a 5-point Likert scale. The sample used in this research was 83 respondents who fit the criteria. Technical data analysis using IBM SPSS 26 to test the hypothesis and influence between variables.

The results in this research show that interpersonal communication has a positive influence on employee performance, interpersonal communication has a positive influence on employee engagement, and employee engagement has a positive influence on employee performance. This research also shows that there is an insignificant effect of employee engagement as a mediating variable between interpersonal communication and employee performance.

Keywords: Interpersonal Communication, Employee Performance, Employee Engagement