

THE RELATIONSHIP BETWEEN LEADERSHIP'S INTERPERSONAL COMMUNICATION AND TEAM PERFORMANCE AT LOVE STRINGS EVENT ORGANIZER SURABAYA

Johan Wijaya TJENDRA¹, Hilda Yunita WONO²

^{1,2}Ciputra University, Faculty of Communication Science and Media Businesses, Indonesia

Corresponding author: Johan Wijaya Tjendra

E-mail: johanwijayatjendra@gmail.com

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Abstract:

His study aims to analyze the impact of leadership's interpersonal communication on employee performance at Love Strings Event Organizer Surabaya. The research, conducted using a quantitative descriptive approach, involved 50 respondents from both full-time and freelance employees, with data collected through a Google Form questionnaire. The analysis revealed a positive and significant influence of leadership's interpersonal communication on employee performance. The simple linear regression analysis showed a regression coefficient of 0.873 with a significance level of 0.009, indicating that the better the communication between leadership and employees, the higher the performance achieved. The R^2 value of 0.860 indicates that 86% of the variation in employee performance can be attributed to the quality of leadership's interpersonal communication. In the dynamic and fast-paced event organizer industry, clear, open, and targeted communication proved to foster effective teamwork, enhance coordination, and increase individual and group responsibility. This study emphasizes the significance of effective communication in leadership development and team management, particularly in project-based settings.

Keywords: Leadership, Interpersonal Communication, Employee Performance, Event Organizer, Love Strings Surabaya

INTRODUCTION

Communication is a fundamental element in human life, especially as social beings who continuously interact with others. It plays a key role in shaping relationships, both in personal and professional environments. In organizational settings, communication between leaders and employees has a significant impact on the success of operations and the achievement of shared goals. Effective interpersonal communication goes beyond merely conveying messages—it forms the foundation for building healthy relationships, which ultimately influences motivation and employee performance (Amar, 2024; Abubakar, 2015). Usman (2013) emphasizes that effective communication between leadership and staff is crucial for the organization's success.

In the modern business world, interpersonal communication is not only essential in commercial sectors but also in non-commercial industries that require intensive collaboration and teamwork. The event organizer (EO) industry is one such sector where communication plays a central role in achieving success. Within the event organization (EO) industry, effective communication between leaders and staff is crucial, particularly in areas such as wedding planning, where the successful execution of events depends on the seamless coordination of various elements. The wedding organizer (WO) industry in Indonesia has witnessed significant growth, driven by increasing demand for personalized and organized wedding planning services (Vesselia et al., 2024).

Wedding organizers provide comprehensive services, including detailed planning and direct supervision of all stages of the wedding event, enabling clients to manage complex arrangements



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and focus on more personal aspects of their wedding preparations (Vesselia et al., 2024). As part of the growing wedding service industry, wedding organizers have to stay aligned with evolving consumer demands, market trends, and preferences.

Despite its success, the wedding organizer industry faces challenges, particularly in managing the communication flow between leadership and staff. Miscommunication can disrupt the event's smooth running, and leadership's role in fostering clear and effective communication becomes critical. A well-coordinated team ensures that all tasks are understood and completed as planned, directly contributing to the overall success of an event. However, when communication fails, it can lead to misunderstandings, delayed tasks, and unsatisfied clients (Vesselia et al., 2024). Effective leadership communication helps prevent such issues by ensuring that all team members are aligned and motivated to achieve the desired results.

Love Strings Surabaya, a well-established wedding organizer, is a prime example of a company that has successfully built a strong reputation in the Surabaya market. Operating since 2014, Love Strings Surabaya has been a reliable player in the industry. However, despite its reputation and consistent growth, the company faces challenges in maintaining effective communication between its leadership and crew members. Occasional miscommunications between the Project Manager (PM) and crew have disrupted event timelines and led to issues with task execution (Manurung et al., 2024). These challenges underscore the crucial role that interpersonal communication plays in ensuring the team works cohesively and meets clients' expectations.

In the wedding organizer sector, communication is not only essential for team coordination but also for managing client expectations. Inconsistent communication or unclear messaging can lead to errors, schedule disruptions, and customer dissatisfaction. Therefore, interpersonal communication between leadership and the team is vital for the smooth functioning of events and ensuring that client expectations are met (Vesselia et al., 2024). Leadership plays a pivotal role in facilitating this communication and ensuring clarity in task assignments.

Love Strings Surabaya's success is partially attributed to its strong reputation in the wedding organizer market, where it has consistently secured a steady stream of projects. However, miscommunication remains a significant issue, affecting both event planning and execution. This issue is not unique to Love Strings Surabaya but is prevalent in many event-oriented (EO) companies, especially those that handle large-scale events, such as weddings, where attention to detail and flawless execution are paramount (Manurung et al., 2024). It underscores the importance of interpersonal communication in managing team dynamics and ensuring that events unfold as planned.

This study focuses on examining the impact of leadership's interpersonal communication on the performance of crew members at Love Strings Surabaya. By analyzing the role of communication in team performance, the research aims to provide insights for improving communication practices within the company, which may also benefit other companies in the EO industry. The research aims to evaluate the impact of leadership communication on team coordination, task execution, and, ultimately, the success of events. Given the growing competition in the wedding organizer industry, improving communication strategies is crucial for maintaining high service standards and client satisfaction (Vesselia et al., 2024).

Love Strings Surabaya has been selected for this study due to its long-standing presence in the market and its consistent success in securing client projects. The study will also incorporate a comparative analysis of Instagram followers as a reflection of brand recognition and market success. By examining how communication strategies within the company affect team performance and

client satisfaction, this research aims to contribute valuable knowledge to improve communication within the EO industry.

METHODS

This research employs a descriptive quantitative approach, utilizing a survey method, to analyze the impact of leadership's interpersonal communication on employee performance at Love Strings Surabaya Event Organizer. The data were collected through a Google Form questionnaire distributed to all employees, including both full-time and freelance staff, totaling 50 people. The sampling technique used is census or saturated sampling, where the entire population is selected as respondents to obtain comprehensive data (Rahmania et al., 2018). The data collected will be analyzed using SPSS, with descriptive analysis techniques to describe respondent characteristics and simple linear regression to measure the relationship between interpersonal communication variables and employee performance (Sekaran, 2016). Validity and reliability tests are also conducted to ensure the quality of the research instruments (Ghozali, 2018). Hypothesis testing using the F-test and t-test is employed to evaluate the simultaneous and partial influence of variables on employee performance (Retna Sari, n.d.; Hidayati, 2018).

RESULT AND DISCUSSION

This study aims to analyze the impact of leadership's interpersonal communication on employee performance at Love Strings Event Organizer Surabaya. Based on data collected from 50 employees, including both full-time and freelance staff, the results indicate a significant influence of leadership's interpersonal communication on employee performance at this company.

Out of 50 respondents, the majority are male (71%), with the largest age group being between 25 and 30 years old (55%). The majority of respondents are students (44%) and employees (42%). In terms of monthly expenditure, the majority (40%) spend above IDR 3,000,000. Most respondents learned about Love Strings through friends or family (40%) and social media (30%), indicating that social media and word-of-mouth play a significant role in building awareness about the company (Darsana & Koerniawaty, 2021).

Interpersonal communication was measured through 14 indicators. The analysis revealed an average (grand mean) of 4.34, indicating that most respondents agree that leadership's interpersonal communication has a significant impact on their performance. The indicators with the highest ratings were "support" and "empathy" provided by leadership, showing that a leader who is responsive to the challenges faced by employees can create a productive and harmonious work environment. Conversely, the indicator "attention to employee challenges" received the lowest score, suggesting that leaders need to pay more attention to the difficulties employees face in carrying out their tasks.

The validity test results showed that all the indicators used to measure interpersonal communication, except for one, were valid. The indicator that was removed, KI₁₀, had a value above 0.05, indicating that it was not sufficiently valid to be included in the analysis (Ghozali, 2018). After removing this indicator, the data processed again showed more representative results that were aligned with the phenomenon being studied.

Employee performance showed a grand mean of 4.32, indicating that respondents believed leadership's interpersonal communication had a significant influence on their performance. The highest-rated indicator was "new challenges" given by leadership, which contributed to improving employees' skills and experiences. However, the indicator related to the appreciation of individual

achievements received a low score, indicating that recognition from leadership is crucial for maintaining employee motivation and spirit (Darsana & Koerniawaty, 2021).

The validity test showed that all indicators for both interpersonal communication and employee performance variables were valid, except for one indicator that was removed. The reliability test results showed Cronbach's Alpha values of 0.955 for interpersonal communication and 0.965 for employee performance, indicating that both instruments have very high reliability and consistency (Ghozali, 2018).

The F-test was conducted to determine whether leadership's interpersonal communication has a simultaneous effect on employee performance. The F-test result showed a significance value of 0.000, which is less than 0.05, meaning that H0 was rejected and H1 was accepted. It indicates that leadership's interpersonal communication has a significant effect on employee performance simultaneously. The T-test also showed a significance value of 0.000 for interpersonal communication, which is smaller than 0.05, indicating that leadership's interpersonal communication has a significant partial effect on employee performance (Retna Sari, n.d.; Hidayati, 2018).

The study used simple linear regression analysis to measure the relationship between leadership's interpersonal communication and employee performance. The regression equation obtained is:

$$Y=0.597+0.873X$$

The regression coefficient of 0.873 indicates that for every one-unit increase in leadership's interpersonal communication, employee performance increases by 0.873. The constant value of 0.597 suggests that even without changes in interpersonal communication, employee performance remains influenced by other factors within the organization (Sekaran, 2016).

The coefficient of determination (R^2) showed that leadership's interpersonal communication could explain 86.0% of the variation in employee performance. The remaining 14.0% is attributed to other factors that were not examined in this research. This high R^2 value indicates that leadership's interpersonal communication has a dominant influence in improving employee performance at Love Strings Event Organizer Surabaya (John W. Cresswell & J. David Cresswell, 2018).

The results of this study show that leadership's interpersonal communication has a positive and significant impact on employee performance. Open, empathetic, and clear communication between leaders and employees is crucial for maintaining harmonious relationships and enhancing team performance. This finding supports the interpersonal communication theory by DeVito (Ulfah et al., 2018), which emphasizes the importance of effective communication in building healthy and productive work relationships. Additionally, these results align with Locke's Goal-Setting Theory (Hartono & Murniati, 2020), which states that a person's performance improves when they clearly understand the goals and receive constructive feedback.

Employees who feel supported by their leaders, given new challenges, and recognized for their achievements are more motivated and productive. Recognition of individual contributions is also a key factor in improving their performance. This finding suggests that interpersonal communication is not just a tool for information exchange, but it also influences employees' attitudes and behaviors, improving collaboration within the team.

Effective interpersonal communication also helps build employees' confidence, strengthens their engagement in the organization, and accelerates the achievement of company goals. In the context of Love Strings Surabaya, a communicative leader can foster a more productive and

harmonious work environment, which in turn supports overall employee performance (Wono et al., 2021).

CONCLUSION

Based on the research results on the impact of leadership's interpersonal communication on employee performance at Love Strings Event Organizer Surabaya, leadership's interpersonal communication has a positive and significant impact on improving employee performance. The results of the simple linear regression analysis show a regression coefficient of 0.873 with a significance level of 0.009, indicating a significant relationship between interpersonal communication and employee performance.

The R^2 value of 0.860 indicates that 86% of the variation in employee performance can be explained by the quality of leadership's interpersonal communication. It suggests that the better the communication between leadership and employees, the higher the performance achieved. In the context of the event organizer industry, which involves a large number of freelance workers and is dynamic, clear, open, and targeted, communication has been proven to enhance teamwork, coordination, and responsibility at both individual and group levels.

Overall, the findings of this study indicate that leadership's interpersonal communication not only affects harmonious work relationships but also significantly enhances employee performance, especially in project-based, fast-paced environments such as the event organizer industry. Therefore, the ability of leadership to establish effective communication should be a primary focus in leadership and team management development.

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