

THE EFFECT OF LEADERSHIP AND INTERNAL COMMUNICATION ON WORK EFFECTIVENESS IN DINAS PENGENDALIAN PENDUDUK DAN KELUARGA BERENCANA, PEMBERDAYAAN PEREMPUAN DAN PERLINDUNGAN ANAK (PPKBPPPA) KABUPATEN JOMBANG

ABSTRACT

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This study aims to determine and explain whether there is an influence of leadership and internal communication on work effectiveness at the PPKB Office, PPPA. The population is the employees of the PPKB Office, PPPA with a research sample of 51 people, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study indicate that leadership is still low, this results in low work effectiveness at the PPKB Office, PPPA, so that leadership affects work effectiveness at the PPKB Office, PPPA and internal communication of PPKB Office employees, PPPA is classified as low, causing work effectiveness at the PPKB Office , PPPA is also low, so that internal communication affects work effectiveness at the PPKB Office, PPPA

Keywords: leadership, internal communication and work effectiveness