

## THE ROLE OF ORGANIZATIONAL COMMUNICATION IN IMPROVING EMPLOYEE PERFORMANCE: A CASE STUDY OF THE BPRS HAJI MISKIN BANK

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### Abstract

This research aims to elaborate on the contribution of communication within an organizational environment to optimizing staff work productivity. Consistent with this premise, findings from various previous studies confirm that solid institutional communication management is directly proportional to improved employee performance. Through efficient information channels, leaders can effectively deliver supervision, instructions, and education, which in turn motivates employees to achieve their highest work performance. This dynamic stems from harmonious interpersonal relationships within the institution; when employees feel comfortable with the established communication climate, information flows smoothly and strengthens healthy working relationships.

**Keywords:** Communication, Employees, Organization



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## INTRODUCTION

Communication plays a crucial role in daily life, starting from small circles like family, social circles, and even reaching the workplace. In an organizational environment, a company strongly desires to improve the performance of every employee within its organization. And the company's top priority is its performance. The primary goal of the organization is strong

and consistent performance. A company will struggle to achieve the desired profits if communication within the organization is poor.

The success of employees in achieving their best performance is greatly influenced by the quality of communication within the organization. Previous studies have shown that a smooth and efficient internal information flow directly correlates with improved staff work quality, which ultimately drives a company's success and profitability.

By implementing several process steps and providing support, employee performance will improve, whether from family, peers, coworkers, or direct superiors within the organization. Support from superiors and coworkers can be achieved through open and effective communication. Furthermore, effective communication is crucial for a company's growth and progress. Poor communication within an organization will hinder the achievement of its goals and significantly harm the company. Poor communication results in suboptimal employee performance. Therefore, maintaining effective communication within a company environment is crucial to prevent issues that significantly impact the performance of all employees within the organization. Employee performance appraisals provide valuable information for assessing organizational regulations and performance-related matters such as promotions, demotions, and employee benefits. Employees strive to achieve the highest possible ratings within the company. One way to achieve high ratings is through the company's established standards. These assessments are conducted through several assessment factors: work collaboration, work quality, careful workmanship, leadership, knowledge, position awareness, perseverance, loyalty, benefits, and incentives used to evaluate employee performance. The most important factor in improving employee performance and quality at BPRS Haji Miskin is organizational communication.

A strong organizational structure and sound leadership within an institution are the key to meeting the public's expectations and assessment of BPRS Haji Miskin and all its employees. Managing and directing employees requires specific strategies, as they are human beings with varying characteristics and personalities. This is also influenced by several factors, including employee age, gender, educational level, and social and family environment. The BPRS Haji Miskin office has several departments: RPUPS, Commissioner, Marketing Director, and Operations Director.

Each position has specific responsibilities and objectives. Consequently, each position has its own responsibilities and is accountable for its position. Although each has different positions and responsibilities, they must interact effectively and communicate with each other. Furthermore, the Director must be able to communicate effectively with his or her subordinates, who come from different age, educational backgrounds, and social environments. Effective and efficient communication certainly has a big impact on a very conducive work environment and the achievement of desired goals without any sense of coercion. To understand how big the role of communication is for leaders and employees in improving employee performance at the BPRS Haji Miskin, the author took the title "THE ROLE OF ORGANIZATIONAL COMMUNICATION IN IMPROVING EMPLOYEE PERFORMANCE" CASE STUDY OF BANK BPRS HAJI MISKIN.

## RESEARCH METHOD

The methodology applied in this study relies on a literature review approach using the Systematic Literature Review (SLR) method. This type of research involves an in-depth review and comprehensive exploration of a diverse range of scientific literature, including textbooks, academic journals, and other relevant published documents. This process is oriented toward synthesizing a comprehensive theoretical understanding to develop a comprehensive review of the specific issue being studied.

A research method is essentially a tactical instrument or procedure applied in conducting a study. This concept refers to the specific methodology and techniques adopted by scientists in collecting field data, with the ultimate goal of formulating resolutions and answers to the problems being studied.

## RESULTS AND DISCUSSION

Informational interactions within an organization play a crucial role in boosting employee productivity. Numerous previous scientific literature confirms that transformative internal communication management positively stimulates staff performance, which in turn significantly contributes to the achievement of overall institutional targets.

Other research also explains the positive relationship between communication quality, organizational culture, and employee performance, explaining that clear and open communication can improve employee performance outcomes within a company.

Several previous studies have also explained the relationship between employee performance as a dependent variable and communication as a moderating variable. This research provides insight into the complex dynamics between communication strategies and their impact on employee performance outcomes. Interpersonal communication has been shown to moderate the effect of job stress on employee performance within a company. This means that if job stress increases and is accompanied by good interpersonal communication, employee performance can improve. This suggests that interpersonal communication plays a crucial role in overcoming the negative impact of job stress.

This previous research also combined studies that investigated the impact of organizational culture, human resource management practices, and employee engagement on employee performance within the context of communication effectiveness. Employees in an organization or company, even after being recruited through the best possible selection process, still face challenges in carrying out their duties and work that cannot be resolved alone. The function of employees or workers is the basis for implementing an effective and efficient human resource management process in achieving organizational or company goals. There are five basic human resource management functions:

1. Human resource provision, a process that ensures an organization or company has the right number of employees with the required skills and sufficient to carry out their work in a timely manner to achieve organizational or company goals.

2. Human resource development. The function of human resource management encompasses not only training and development but also individual career planning and development activities for each employee, the organization, and the company, as well as the management and evaluation of each individual's performance.

3. Compensation. A well-planned compensation system provides employees with appropriate rewards and a fair share of their contributions to achieving organizational or company goals.

4. Health, safety, and well-being. Safety is the protection of employees from work-related accidents. Health is the freedom of employees from physical or emotional illness.

5. Employee and labor relations. The relationship between employees and the company must be well maintained to motivate employees to achieve the company's stated goals.

Performance is the result of work achieved by employees. To determine an employee's performance, a performance appraisal is necessary. The factors influencing employee performance at Bank BPRS Haji Miskin Pandai Sikek are:

1. Individual Factors: Psychologically, BPRS Haji Miskin Pandai Sikek employees possess high integrity. With high integrity, BPRS Haji Miskin Pandai Sikek employees can concentrate well on their work. This strong concentration is the primary asset for BPRS Haji

Miskin Pandai Sikek employees, enabling them to optimally manage and utilize their potential in carrying out daily work activities and achieving organizational and company goals.

2. Organizational Environmental Factors: These organizational environmental factors significantly support employee performance at BPRS Haji Miskin Pandai Sikek. These environmental factors include clear positions, adequate authority, challenging work targets, effective communication, harmonious working relationships, a respectful and dynamic work climate, career opportunities, and relatively adequate work facilities. These environmental factors are the targets of employees at BPRS Haji Miskin Pandai Sikek.

These organizational or company environmental factors significantly support employee performance at BPRS Haji Miskin Pandai Sikek. These environmental factors include clear positions, adequate authority, challenging work targets, effective communication, and harmonious working relationships.

A respectful and dynamic work environment, career opportunities, and relatively adequate work facilities are key factors in the organizational environment that employees at BPRS Haji Miskin Pandai Sikek aim for. When assessing employee performance, BPRS Haji Miskin Pandai Sikek conducts assessments to determine which employees are capable of completing their work well and which are not. In addition to improving employee performance, these assessments also assist management in developing employee potential through promotions or promotions or determining terminations to achieve established goals.

Based on an interview with an employee at BPRS Haji Miskin Pandai Sikek, communication between employees and senior officials is effective. Despite their diverse backgrounds, communication is very open. Regulations, punishments, and rewards are applied to each employee based on their individual performance. Annual performance assessments are conducted, including target achievement, attitude, cooperation, social sensitivity, empathy, and openness to problem solving.

Every employee is free to contribute their opinions for the company's future progress. With good communication, any employee errors can be resolved effectively. Promotions, demotions, and evaluations proceed smoothly.

## CONCLUSION

Based on the research results above, it can be concluded that communication plays a significant role in improving employee performance at the BPRS Haji Miskin Pandai Sikek. It can be concluded that communication at BPRS Haji Miskin Haji Miskin has been functioning well in improving employee performance. This continuous and reciprocal communication is very effective in improving company performance.

Company performance is something that must be achieved, both in terms of quality and quantity, by employees. Good communication will ensure the achievement of both individual and global company performance goals.

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