

Enhancing Employee Performance Through AI-Driven Business Communication: A Case Study

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Abstract

In the current digital age, the incorporation of Artificial Intelligence (AI) into organizational communication has gained growing significance as a means to improve employee productivity and overall performance. This study aims to evaluate the impact of AI implementation on workplace communication processes and how it affects productivity as well as collaboration across divisions. The method used in this research is an experimental approach, involving the analysis of company conditions before and after AI implementation, along with a survey to gauge employees' perspectives on the effectiveness of this technology. The findings show that AI adoption significantly improves decision-making speed, communication effectiveness, and employee productivity. Furthermore, the study identifies challenges faced by employees in adapting to new technology, such as resistance to change and the need for training. The conclusion of this study emphasizes that while AI offers many benefits, the success of its implementation largely depends on the organization's readiness and the support provided to employees. This research provides valuable insights for companies in designing effective AI adoption strategies to improve communication quality and organizational performance.

Keywords: Artificial Intelligence, Employee Decision-Making, AI Integration, MSMEs, AI Adoption.

I. INTRODUCTION

With the rapid development of digital technology, the integration of Artificial Intelligence (AI) and machine learning (ML) is increasingly prevalent across various sectors, including manufacturing. This transformation is regarded as a key solution for enhancing efficiency, and productivity and optimizing production processes. For large companies, the implementation of AI/ML has become an inevitable strategy to face global competition and meet the ever-growing consumer demands. However, micro, small, and medium enterprises (MSMEs), particularly in the manufacturing sector, often encounter distinct challenges compared to larger companies. Limited capital, restricted access to technology, and inadequate human resource capabilities are the primary barriers for MSMEs in adopting AI/ML technology. In the context of MSME manufacturing, AI/ML has the potential to offer substantial benefits, especially in terms of cost savings, production cycle time reduction, and product quality improvement. The implementation of AI/ML can assist MSMEs in automating repetitive processes, making better predictions of market demand, and enhancing overall efficiency. Nevertheless, despite its significant potential, MSMEs are still in the early stages of adopting this technology. Therefore, this research is

motivated by the desire to explore how AI/ML can be effectively applied in MSME manufacturing and to understand the challenges and obstacles they face in this process.

Various studies have examined the impact of AI/ML implementation in the manufacturing industry in general. According to research by (Jagatheesaperumal et al., 2020), the application of AI in production data processing has been proven to increase efficiency by up to 30% across various production lines. Another study by (Helo & Hao, 2022) notes that AI helps in optimizing supply chains and production planning through more accurate predictions. In the context of MSMEs, research by (Azman et al., 2021) revealed that the use of AI in manufacturing assists MSMEs in automating repetitive processes and reducing manual workload. Furthermore, as explained in a study by (Abidi et al., 2022), the use of predictive algorithms has shown improvements in the accuracy of production planning. However, despite numerous studies highlighting the benefits of AI/ML, some research also points to specific challenges for MSMEs. (Dibie, 2024) disclosed that one of the main challenges is the technological infrastructure limitations in MSMEs, which do not fully support AI implementation. Another study by (Mishrif & Khan, 2023) showed that the lack of technical expertise within MSME teams often hinders the adoption of new technologies, including AI. Therefore, this research will further address these challenges and identify potential solutions to overcome them.

Although there is extensive research on AI/ML adoption in the manufacturing industry, most studies still focus on large companies with more substantial resources. As explained by (Khan et al., 2023), there is a significant gap in understanding the best ways to support AI/ML adoption in MSMEs, particularly in the manufacturing sector. Research by (Badghish & Soomro, 2024) also highlights that although AI can be applied to MSMEs, effective strategies in terms of training, technological investment, and government support have yet to be thoroughly explored. Furthermore, research by (Rožman et al., 2023) indicates that much of the literature lacks discussions on specific solutions that can be implemented by MSMEs to address challenges such as resistance to change and limited capital. Hence, this research seeks to fill that gap by focusing on practical and measurable approaches for MSMEs to adopt AI/ML more efficiently, considering the constraints they face. Therefore, this study aims to explore the potential of AI/ML implementation in the MSME manufacturing sector, identify the challenges encountered, and provide practical solutions that can help optimize the adoption of such technology.

This research is expected to contribute to enhancing the competitiveness of MSMEs in the global market and assist them in leveraging AI/ML technology more effectively. The research hypothesis is that the implementation of AI/ML in MSME manufacturing processes can significantly improve operational efficiency, production quality, and competitiveness, despite the challenges

related to infrastructure and skills that need to be addressed. Additionally, this study assumes that the proper integration of AI/ML can reduce human errors and accelerate decision-making processes, ultimately driving overall productivity. Therefore, a deeper understanding of inhibiting factors, such as resistance to new technology and financial constraints, is crucial in determining effective adoption strategies. This research aims to answer the key question: how can MSME manufacturers effectively adopt AI/ML to enhance their productivity? Furthermore, the study will explore how support from the government and the private sector can accelerate the adoption of this technology in MSMEs.

II. LITERATURE REVIEW

A. *Organizational Communication Theory*

(Musheke et al., 2021) emphasize that effective communication is a vital component in building a strong organizational structure and efficient working relationships. According to (Griffiths et al., 2020), ideal communication should involve clear information exchange, active participation from all members, and constructive feedback. (Joel Prabhod, 2024) adds that transparent communication not only helps improve productivity but also creates a supportive and collaborative work environment. In this context, (Zhao & Gómez Fariñas, 2023) stress the importance of inclusive communication, where every member of the organization plays an active role in the process. With the advancement of technology, AI has brought significant changes to how organizations communicate. (Li et al., 2021) state that automation enabled by AI has transformed the organizational communication landscape. For instance, the use of chatbots allows organizations to respond to inquiries quickly, reducing wait times and ultimately enhancing both employee and customer satisfaction. According to (Costa & Portioli-Staudacher, 2021), this innovation directly contributes to operational efficiency by reducing manual workload and accelerating the flow of information.

(Yue et al., 2021) further explain that AI plays a critical role in analyzing internal organizational communication data. This technology can identify communication patterns and employee behavior, allowing organizations to recognize areas that need improvement. For example, if there are barriers in interdepartmental communication, AI can recommend solutions such as holding regular meetings or using more effective collaboration platforms. Additionally, AI's natural language processing capabilities enhance the accuracy of the information conveyed, thereby reducing the risk of misunderstandings. This facilitates employees in making faster and more accurate decisions. According to (Joel Prabhod, 2024), AI-based virtual assistants can also reduce administrative burdens, such as helping with schedule management and reminders for important tasks. However, despite the many benefits AI offers, challenges remain in its implementation.

(Yue et al., 2021) note that one of the main challenges is data security, as AI manages sensitive information that is vulnerable to misuse. Therefore, it is crucial for organizations to implement strict security policies to protect employee and customer data. Moreover, (Arslan et al., 2022) emphasize the need for adequate training for employees to effectively utilize AI technology. Although AI can accelerate communication, human interaction is still required, especially in situations involving emotional and social aspects.

B. Employee Performance Theory

According to (Abun et al., 2021), employee performance theory assesses the extent to which an individual can effectively and efficiently perform tasks and responsibilities in the workplace. This evaluation is based on the employee's ability to meet targets, complete work on time, and significantly contribute to the achievement of organizational goals. Furthermore, (Sugiarti et al., 2021) add that performance theory also involves aspects of quality, productivity, and final work outcomes. Factors such as motivation, working conditions, and skills are crucial elements that influence employee performance, ensuring optimal alignment between employees and organizational objectives. The advancement of technology, particularly AI, has had a major impact on employee productivity and efficiency in various organizations. According to (Getchell et al., 2022), AI enables the automation of routine tasks, such as email management, meeting scheduling, and customer service. With this automation, employees can focus more on creative and strategic work, while repetitive tasks are completed more quickly and efficiently. (Sathupadi, 2023) asserts that the implementation of AI not only improves operational efficiency but also helps reduce the manual workload, which typically consumes a significant amount of time and energy.

In addition, according to (Wang et al., 2022), AI plays an important role in facilitating communication, both among employees and between employees and clients. (Riyanto et al., 2021) explain that virtual assistants, such as *Siri* and *Google Assistant*, can assist employees in managing schedules, providing reminders for important tasks, and quickly finding information, ultimately contributing to increased productivity. According to (Zahra et al., 2023), the integration of AI with a company's internal systems allows services to be better tailored to the organization's needs, further enhancing work efficiency. Additionally, AI contributes to improving the efficiency of written communication through features like text prediction and automatic writing. (Kalogiannidis & Kotsas, 2021) point out that this technology speeds up the writing process and ensures the accuracy and relevance of the messages conveyed. AI also enables real-time data analysis, which can provide action recommendations to employees and help them make quick and accurate decisions. Furthermore, the integration of AI in team dynamics helps identify communication

barriers and allows the development of more effective collaboration strategies, ultimately enhancing the overall productivity of the organization.

III. RESEARCH METHOD

This study employs an experimental method to evaluate the impact of integrating AI into organizational communication processes on employee efficiency and performance. The experimental approach involves analyzing the company's conditions before and after AI implementation, focusing on changes in decision-making speed, interdepartmental collaboration, and overall productivity. To ensure a comprehensive understanding, the study included a control group for comparison. Companies were selected based on specific criteria, such as industry relevance, size, and prior experience with digital technology adoption. The selection process involved purposive sampling to ensure the companies represented different sectors and organizational structures. Randomization was applied in the assignment of companies to either the AI implementation group or the control group to minimize potential biases.

Data collection involved both qualitative and quantitative methods. Interviews were conducted with 50 employees and 10 management members from each company, ensuring a diverse sample that included participants from various departments and levels of seniority. The survey covered a total of 200 participants across four companies, allowing for a balanced representation of different perspectives. The survey questions were validated through a pre-test to ensure clarity and relevance, with a combination of open-ended and closed-ended questions to gather both in-depth qualitative insights and quantitative data. Additionally, this study identifies the specific AI tools used in the communication processes, such as chatbots, AI-driven email assistants, and decision-support systems, providing a clearer context for understanding the impact of AI on organizational communication.

In this study, a qualitative approach is also applied, using interviews as the primary method of data collection. Interviews were conducted with employees and management to gain a deeper understanding of their perceptions regarding the changes that occurred following AI implementation in the company's communication system. The research focuses on AI's influence on improving communication effectiveness, teamwork, and the organization's operational efficiency. Additionally, the interviews aim to identify the impact of AI on the dynamics of relationships between employees and management, as well as the challenges that emerged during the adaptation process to this new technology.

Surveys were also employed in this research to measure employees' views on the effectiveness of AI implementation in strengthening workplace communication and its impact on their performance. The survey questions were pre-tested to ensure clarity, reliability, and validity.

A mix of open-ended and closed-ended questions was used to provide both qualitative insights and quantitative data. Open-ended questions explored employees' experiences and perceptions, while closed-ended questions focused on specific aspects such as satisfaction levels, ease of use, and workflow impacts. The survey was designed with specific questions to explore employees' direct experiences in using AI, including their perceptions of ease of use and the effects of AI on daily workflows. The AI tools employed in this study included chatbots for automated interactions, AI-driven email assistants for sorting and prioritizing emails, and decision-support systems to facilitate faster and more accurate decision-making. These technologies provide a clearer context for understanding how AI integration was implemented and assessed across the companies. Through this survey, the researchers seek to explore the extent to which AI contributes to improving the quality and effectiveness of communication, as well as how the technology influences productivity and employee performance across various departments. Furthermore, the survey also serves as a tool to identify potential obstacles or challenges faced by employees in adapting to AI technology. The data collected through the survey will then be thoroughly analyzed to assess whether AI significantly contributes to improving internal and external communication and its impact on individual and team performance outcomes. The survey results are expected to provide broader insights into the role of AI in optimizing collaboration and information flow within the workplace environment.

IV. RESULT

A. Enhancing Communication Efficiency within Organizations

Table 1 shows a significant improvement in various aspects of communication after the implementation of AI technology. The survey data were collected from a total of 200 respondents across four companies, consisting of 150 employees and 50 management members. The respondents came from various departments, including human resources, marketing, and operations, with a diverse range of job roles and levels of seniority. The sample included employees with different levels of experience in using AI technology, providing a comprehensive perspective on the impact of AI implementation on communication efficiency.

Table 1. The Impact of AI Implementation on Communication Efficiency within Organizations

Aspect	Before AI Implementation	After AI Implementation	Percentage Increase	Number of Respondent
Information Distribution Time	24 hours	1 hour	95%	200
Meeting Attendance Rate	70%	90%	28.57%	200
Time Spent Searching for Information	5 hours/week	1 hour/week	80%	200
Employee Satisfaction	60%	85%	41.67%	200

Table 1 illustrates the significant impact of AI implementation on communication efficiency within organizations, measured across various key aspects. Each aspect is compared between conditions before and after AI implementation, with the last column showing the percentage increase for each aspect. In the aspect of "Information Distribution Time," before AI implementation, the time required to deliver information averaged 24 hours. After AI implementation, this time was drastically reduced to only 1 hour, reflecting a 95% increase in efficiency. This demonstrates how AI can accelerate the flow of information within organizations, which is critical to supporting faster and more accurate decision-making.

AI implementation also affected the "Meeting Attendance Rate," which increased from 70% before implementation to 90% afterward, with an increase of 28.57%. This improvement indicates that AI-managed automatic reminders can boost employee participation in meetings, reduce absenteeism, and ensure that more employees are actively involved in important discussions. In the aspect of "Time Spent Searching for Information," a significant reduction is evident. Before AI implementation, employees spent an average of about 5 hours per week searching for the necessary information. After AI implementation, this time was reduced to only 1 hour per week, indicating an 80% increase in efficiency. This confirms that AI can minimize the time spent searching for data, allowing employees to focus more on their core tasks.

The aspect of "Employee Satisfaction" also experienced a significant increase, from 60% before AI implementation to 85% afterward, with an increase of 41.67%. This shows that, in addition to improving operational efficiency, AI also has a positive impact on the employee work experience, with employees feeling more satisfied due to smoother and more structured workflows and communication. Overall, this table demonstrates how AI implementation can directly enhance various aspects of organizational communication and performance. The positive effects are clearly seen in time savings, increased participation, information retrieval efficiency, and improved employee satisfaction, all of which contribute to a more productive and collaborative work environment.

B. Enhancing Employee Productivity

The impact of AI implementation on employee productivity in communication can be seen in Table 2.

Table 2. The Impact of AI Implementation on Communication on Employee Productivity

No.	Aspect Tested	Before AI Implementation	After AI Implementation	Percentage Increase (%)	Number of Respondent
1.	Time to Manage Emails	10 hours/week	4 hours/week	60%	200
2.	Time Spent in Meetings	8 hours/week	5 hours/week	37.5%	200
3.	Number of Communication Errors	20 errors/month	5 errors/month	75%	200
4.	Employee Satisfaction	60%	85%	41.67%	200

Table 2 demonstrates the significant impact of AI implementation on employee productivity, specifically in the area of workplace communication. The data in the table compares conditions before and after AI implementation, followed by the percentage increase in each tested aspect. The following explanation provides a structured breakdown of each aspect. In the aspect of “Time to Manage Emails,” before AI implementation, employees spent an average of 10 hours per week managing emails. After AI implementation, this time was reduced to only 4 hours per week, indicating a 60% improvement in efficiency. The implementation of AI accelerates the process of sorting and prioritizing emails, allowing employees to focus on other, more productive activities. Next, in the aspect of “Time Spent in Meetings,” AI also shows a positive impact. Before AI was implemented, the average time spent in meetings was 8 hours per week. After AI implementation, this duration was reduced to 5 hours per week, reflecting a 37.5% improvement in efficiency. This reduction in time is most likely due to better-organized meeting schedules and the automatic reminders provided by AI, which help ensure that meetings are more focused and efficient.

In the aspect of “Number of Communication Errors,” AI has proven to significantly reduce the rate of errors. Before AI implementation, an average of 20 communication errors occurred per month, while after AI implementation, this number drastically decreased to 5 errors per month, reflecting a 75% reduction. This reduction demonstrates that AI not only speeds up communication but also helps reduce the risk of errors caused by miscommunication, for example, through the use of virtual assistants or chatbots that provide accurate information instantly. Finally, the aspect of “Employee Satisfaction” shows a significant increase. Before AI implementation, employee satisfaction was at 60%, and after AI implementation, this figure rose to 85%, indicating an increase of 41.67%. This increase reflects the positive impact AI has on the

employee work experience, where AI helps create a more efficient and structured work environment, making employees feel more satisfied and supported in carrying out their tasks.

Overall, Table 1 and table 2 show that the implementation of AI has a significant positive impact on communication efficiency and employee productivity. The reduction in time spent managing emails and attending meetings indicates that AI can automate processes that previously consumed a significant amount of time, allowing employees to focus more on their core tasks. Additionally, the reduction in communication errors reflects AI’s ability to ensure that information is delivered more accurately and promptly, thereby reducing the risk of miscommunication. The increase in employee satisfaction also demonstrates that AI implementation not only improves operational technical aspects but also contributes to a better work experience. Employees who feel more supported by technology tend to have higher levels of satisfaction and motivation, which directly influences productivity. Thus, the integration of AI in the workplace not only supports overall performance improvement but also creates a more efficient and responsive work environment.

C. Improved Quality of Business Decisions

The impact of AI implementation on business decision-making can be seen in Table 3.

Table 3. The Impact of AI Implementation on Communication and Employee Productivity

Evaluation Aspect	Before AI Implementation	After AI Implementation	Percentage Change	Number of Respondent
Average Time to Make a Decision (days)	10	5	50%	200
Decision Accuracy (%)	70%	90%	28.57%	200
Employee Satisfaction with the Decision-Making Process (%)	60%	85%	41.67%	200
				200

Table 3 illustrates the impact of AI on communication and employee productivity. Three key aspects measured include decision-making time, decision accuracy, and employee satisfaction with the decision-making process. Each aspect is evaluated based on the conditions before and after AI implementation, along with the percentage of change. Regarding the "Time to Make a Decision," a significant improvement is evident. Before AI implementation, the average time required to make a decision was 10 days. After AI was applied, this time decreased to 5 days, reflecting a 50% reduction. This indicates that AI can effectively accelerate the decision-making process. Concerning "Decision Accuracy," AI also had a positive impact. Before its use, the accuracy of decisions was recorded at 70%. After AI implementation, accuracy increased to 90%, demonstrating a 28.57% improvement. This increase indicates that AI helps improve the quality of decisions by reducing the likelihood of errors and enhancing the outcomes of decisions.

Additionally, AI significantly affected employee satisfaction with the decision-making process. Before AI implementation, employee satisfaction stood at 60%, and after the implementation, this figure rose to 85%, showing an increase of 41.67%. This increase suggests that AI not only improves the efficiency and accuracy of decision-making but also influences how employees perceive and evaluate the process. AI's involvement in this process seems to give employees greater confidence in the validity of the decisions made. This could be attributed to AI's reliability in filtering data and providing more precise analysis, thereby reducing uncertainty and potential errors. Ultimately, AI implementation contributes to creating a more productive work environment, with employees feeling more satisfied and confident in the workplace decision-making process.

D. Increased Employee Job Satisfaction

This increase in job satisfaction is clearly reflected in the data presented in Table 4.

Table 4. Increase in Employee Job Satisfaction

Research Aspect	Before AI Implementation	After AI Implementation	Change	Number of Respondent
Administrative Burden	High	Low	-60%	200
Focus on Core Tasks	40%	75%	+35%	200
Employee Job Satisfaction	55%	85%	+30%	200
Employee Retention Rate	70%	85%	+15%	200

Table 4 highlights the impact of specific AI implementation on employee job satisfaction across four key aspects: administrative burden, focus on core tasks, job satisfaction, and employee retention rate. Each aspect is compared before and after the AI implementation, with changes recorded as percentages. In terms of administrative burden, there was a significant reduction following the intervention. Before the intervention, the administrative burden was considered high, but after the changes were implemented, it decreased to a low level, showing a reduction of 60%. This indicates that the AI implementation effectively reduced administrative complexity, providing employees with more time to allocate toward other more productive tasks. Furthermore, an increase in focus on core tasks was also recorded. Before the intervention, employees could only focus 40% of their attention on core tasks, whereas, after the intervention, this focus increased to 75%, reflecting a rise of 35%. This suggests that the reduction in administrative burdens allowed employees more time and energy to work on primary tasks that have a direct impact on the organization's performance.

Additionally, the table shows a 30% increase in employee job satisfaction, from 55% before the AI implementation to 85% afterward. This improvement in job satisfaction suggests that the AI implementation not only focused on reducing administrative burdens and increasing efficiency

but also succeeded in creating a more satisfying work environment for employees. Finally, there was an increase in the employee retention rate, which rose by 15% after the intervention. Before the intervention, the retention rate was at 70%, and after the intervention, it rose to 85%. This indicates that higher job satisfaction and reduced administrative burdens had a positive impact on employees' decisions to remain with the organization, thus enhancing workforce stability. Overall, Table 4 illustrates how interventions that effectively reduce administrative burdens and increase focus on core tasks can enhance employee satisfaction and retention, ultimately contributing to organizational productivity.

E. AI Implementation Model in Business Communication

The information presented in Table 5 was generated based on a combination of literature review, expert consultations, and data collected from the surveyed companies during the research. The model was developed by identifying common challenges and strategies in AI implementation from existing studies, as well as incorporating feedback from employees and management members who participated in the surveys and interviews. The recommended tools and strategies were selected based on their relevance and effectiveness as observed in the participating companies, as well as best practices reported in the literature.

Table 5. AI Implementation Model in Business Communication

Implementation Step	Description	Recommended Tools/Strategies
Needs Analysis	Identifying business communication goals and areas that require improvement.	Surveys, interviews, customer data analysis
AI Tool Selection	Selecting AI tools based on needs analysis.	Chatbots, sentiment analysis, marketing automation
Adoption Strategy	Designing a strategy to ensure successful AI implementation, including employee training and organizational cultural change.	Training programs, workshops, discussion sessions
Integration	Integrating AI tools with existing systems and processes to increase efficiency.	Cross-department collaboration, integrated system design
Monitoring and Evaluation	Monitoring and evaluating the effectiveness of AI tools in achieving business communication goals.	Key Performance Indicators (KPIs), customer feedback

Table 5 outlines the AI implementation model in business communication through five structured steps, from needs analysis to monitoring and evaluation. Each step is supported by recommended tools or strategies to facilitate its implementation, ensuring the effectiveness and efficiency of integrating AI into business communication processes. The first step, "Needs Analysis," aims to

identify the main business communication goals as well as areas requiring improvement. At this stage, companies use various methods such as surveys, interviews, and customer data analysis to gain a deep understanding of existing issues and opportunities for improvement. This process helps determine the focus of the communication strategy that will be supported by AI.

The second step, "AI Tool Selection," involves choosing appropriate AI technology based on the results of the needs analysis. The recommended tools at this stage include chatbots for automated customer interactions, sentiment analysis to assess customer satisfaction, and marketing automation to simplify the management of campaigns tailored to user behavior. Selecting the right tools is critical to ensuring AI supports the identified communication objectives. Next, "Adoption Strategy" focuses on designing an approach to ensure successful AI implementation. This includes employee training and organizational cultural changes, which are essential for facilitating the transition to the use of new technology. Recommendations at this stage include training programs, workshops, and discussion sessions designed to increase employees' understanding of AI and encourage comprehensive adoption of the technology.

The fourth stage, "Integration," involves the process of combining AI tools with existing business systems and processes. The goal is to increase operational efficiency and ensure that AI functions harmoniously with the existing infrastructure. This integration requires cross-departmental collaboration and the design of integrated systems to ensure optimal use of AI in supporting business communication. Finally, "Monitoring and Evaluation" is a critical step in assessing the effectiveness of AI implementation in achieving business communication objectives. Companies are advised to use Key Performance Indicators (KPIs) and customer feedback to measure AI tool performance on an ongoing basis. This evaluation allows companies to make the necessary adjustments to ensure that AI continues to deliver results in line with expectations and targets that have been set. Overall, this table presents a systematic and well-planned AI implementation model, which can be adopted by companies to improve the effectiveness of their business communication through the use of advanced technology that is well-integrated.

V. DISCUSSION

Employee job satisfaction is a crucial factor in the workplace, influencing both productivity and workforce retention. This study reveals a significant increase in employee satisfaction, driven by several factors, one of which is the reduction of administrative burdens in organizational communication. This reduction can be achieved through the implementation of more effective systems or technologies for managing daily workplace communication. By utilizing more efficient technology, employees can save time previously spent on energy-draining and attention-diverting administrative tasks. For instance, the use of advanced digital communication tools or

project management software can expedite the preparation of reports, scheduling of meetings, and handling of previously inefficient communication tasks. When these administrative tasks can be completed more swiftly, employees are afforded more time to focus on core tasks that are more strategic and directly impact the achievement of organizational goals.

The ability to focus on primary responsibilities allows employees to experience a higher quality of work, as they can dedicate more time and attention to the most critical aspects of their duties. As tasks are completed more efficiently, employees also feel more engaged and maintain greater control over the process of achieving organizational objectives. Furthermore, the optimal use of time and energy for productive activities provides a deeper sense of satisfaction, which in turn strengthens their engagement with their work. The sense of accomplishment derived from completing meaningful tasks helps drive motivation and reinforces their commitment to the organization. Consequently, employees not only feel more personally satisfied but also contribute more significantly to the organization's success.

The findings of this study indicate that the implementation of AI in business communication significantly impacts operational efficiency and the quality of interactions between employees and clients. These results align with previous research by (Li et al., 2021), which asserts that automation through AI not only enhances efficiency but also reduces manual workloads. Consequently, employees can focus more on creative and strategic tasks, thereby boosting overall organizational productivity. However, despite the extensive body of research demonstrating the benefits of AI implementation, as highlighted by (Rožman et al., 2023), a gap still exists in the literature regarding specific solutions for Micro, Small, and Medium Enterprises (MSMEs) to overcome challenges such as resistance to change and limited capital. This study seeks to bridge that gap by offering practical approaches for MSMEs to adopt AI/ML more efficiently. Our survey results indicate that support from both the government and the private sector is crucial in accelerating the adoption of these technologies, a finding that is consistent with (Musheke et al., 2021), who emphasize the importance of effective communication in building a strong organizational structure.

In addition, while (Rožman et al., 2023) highlighted the benefits of AI in reducing employee workloads, they did not specifically address how these changes influence team dynamics and collaboration. Our study goes further by showing that AI implementation not only reduces workload but also enhances interdepartmental collaboration, as employees can communicate more effectively using AI-driven tools. This improvement in communication supports a more collaborative work environment, which, in turn, boosts overall productivity. Thus, our findings

not only corroborate (Rožman et al., 2023) work but also provide new insights into how AI impacts team performance beyond mere workload reduction.

Furthermore, while the literature often focuses on the benefits of AI in large organizations, our study addresses a gap by offering practical approaches for MSMEs to adopt AI/ML more efficiently despite challenges such as resistance to change and limited capital. The survey results indicate that government and private sector support is critical for overcoming these barriers, which expands on (Musheke et al., 2021) emphasis on effective communication by showing that targeted support initiatives can accelerate AI adoption and enhance communication strategies in smaller enterprises.

VI. CONCLUSION AND RECOMMENDATION

The conclusion of this research on the implementation of AI in business communication reveals a significant positive impact on employee performance and organizational efficiency, as demonstrated by the study's main results. For instance, the data showed a 95% reduction in information distribution time and an 80% decrease in time spent searching for information, indicating that AI significantly streamlines communication processes that were previously time-consuming and labor-intensive. This automation reduces administrative burdens, enabling employees to allocate more time to strategic tasks that directly contribute to the organization's goals, resulting in a 41.67% increase in employee satisfaction. Moreover, the findings indicated a 28.57% improvement in meeting attendance rates and a 75% reduction in communication errors, illustrating AI's role in enhancing collaboration and decision-making accuracy. By accelerating data-driven decision-making processes, AI enables companies to quickly understand market trends and consumer behavior, thereby providing management with more accurate and timely information. This supports more precise and adaptive decision-making in response to dynamic business conditions. Furthermore, the results showed a 30% increase in employee job satisfaction and a 15% improvement in retention rates, underscoring AI's contribution to fostering a more positive work environment. Employees feel more valued, motivated, and enthusiastic about their roles, as AI helps create a more efficient and supportive work setting. These findings confirm that AI implementation not only enhances operational efficiency but also positively influences the overall organizational culture and employee engagement, ultimately driving the organization's success.

Further research is recommended to explore the long-term impact of AI on employee performance, including an analysis of how its effects vary across different industry sectors in order to identify the conditions that most support its implementation. This study aims to provide deeper insights into how AI influences productivity, job satisfaction, and employee motivation

over the long term. In addition, challenges such as resistance to change, particularly regarding the adoption of new technologies, and the need for intensive employee training should be key focal points to ensure that AI implementation is more effective and efficient. Addressing these challenges will assist companies in designing better strategies to support the transition to AI-based systems. Moreover, the development of AI that is more adaptive and responsive to the specific needs of each business will ensure that the technology can be optimized according to different industry contexts. Attention to ethical aspects in AI implementation is also critical, as the technology must not only be efficient but also responsible in its use, particularly concerning privacy and transparency.

Conflict of Interest

The authors declare no conflict of interest regarding the publication of this paper.

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