

THE FACTORS OF EFFECTIVE COMMUNICATION IN ORGANIZATION:
A STUDY CASE IN IMTIYAZ TRAVEL & TOURS SDN. BHD.
KUALA TERENGGANU

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APPROVAL

“I/ We admit was read this report and on my view this report is sufficient from scope and quality for purpose the certificate Bachelor of Technopreneurship”

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DECLARATION OF WORK

I, Siti Aisyah Binti Musa (I/C Number: 911125-11-5504)

“I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledge.”

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Date :

DEDICATION

To my beloved father and mother

Musa bin Yusof

Kelsom binti Hussin

To my beloved brothers and sisters

To my beloved friends that a lot help me to finished my research

Naema Binti Omar

Nur Syaidah Binti Alias

Nur Rashidah Binti Jusoh

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ABSTRACT

Researchers discuss about the communication that occurs within the organization. Effectiveness of communication is considered important in achieving an organizational goal is a thing that contributes to the profitability of the organization as entrepreneurial organization. In this study, the researchers describe what is meant by a factor of communication and how effective communication affects entrepreneurial team that managed to achieve organizational goals. Communication factors studied were associated with interpersonal skills, interpersonal skills, and environment as a independent variable and communication effectiveness measured through an effective entrepreneurial team as the dependent variable in this research. This research conducted in the Imtiyaz Travel, Kuala Terengganu within 6 months. 30 the respondent is the whole of the workers in Imtiyaz Travel as a respondent which consists of two branches in Kuala Terengganu. This research conducted using quantitative research where this research collected the data and analyze numerical data through statistical package for social sciences (SPSS). Questionnaires distributed to respondents in Imtiyaz Travel is using descriptive methods and conducted case studies.

Keyword: Interpersonal Communication. Intrapersonal Communication, Environment, Effective Communication

ABSTRAK

Penyelidik membincangkan tentang komunikasi yang terjadi dalam organisasi. Keberkesanan komunikasi dianggap penting dalam mencapai matlamat organisasi yang merupakan perkara yang menyumbang kepada keuntungan organisasi sebagai organisasi keusahawanan. Dalam penyelidikan ini, penyelidik menghuraikan apa yang dimaksudkan dengan faktor komunikasi dan bagaimana komunikasi yang berkesan mempengaruhi pasukan keusahawanan yang berjaya mencapai matlamat organisasi. Faktor komunikasi yang dikaji ialah berkaitan dengan kemahiran interpersonal, kemahiran intrapersonal, dan persekitaran sebagai pembolehubah bergerakbalas dan keberkesanan komunikasi yang diukur melalui pasukan keusahawanan yang berkesan sebagai pembolehubah bersandar dalam penyelidikan ini. Penyelidikan ini telah dijalankan di Agensi Pelancongan Imtiyaz, Kuala Terengganu dan dijalankan dalam tempoh 6 bulan. Seramai 30 pekerja yang menjadi responden dalam penyelidikan ini. 30 responden adalah keseluruhan daripada pekerja dalam Agensi Pelancongan Imtiyaz yang terdiri daripada dua cawangan di Kuala Terengganu. Penyelidikan ini dijalankan dengan menggunakan penyelidikan kuantitatif dimana kaedah pengumpulan data dan menganalisis data secara berangka melalui statistical package for social sciences (spss). Soal selidik yang di edarkan kepada responden di Agensi Pelancongan Imtiyaz adalah secara deskriptif dan dijalankan secara kajian kes.

Kata Kunci: Komunikasi Interpersonal, Komunikasi Intrapersonal, Environment, Komunikasi Berkesan.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Every day we communicate with people around us, whether in formal or informal. Good communication can convey feelings well. However, the fact that we cannot deny is the public who are not able to communicate well. It is sad if it happens in the management of an organization. This is because the organization has a specific mission and vision that need to be brought up and moved along. If communication problems occur in an organization, then of course the smooth movement of work and direction of the organization will be stunted.

Communication within the organization aims to deliver the right information and just in time for the members of the organization to improve performance organization. Some authors suggest several theories related to communication. Communication functions within each individual, it does not add value to the business, but they add value to the four essential elements of business, such as initiative, interpersonal quality, effectiveness of communication, and behavior of top management. Value added communication will occur when communication occurs directly concerned (David Clutterbuck, 2002)

Organizational communication must have a high morale and productivity among employees. Ethics and communication should have a good relationship to develop the business to a better direction. (Nelda Spinks, Barron Wells, (1996). Good practice of communication within the organization will be more effective when the effective management of production processes the required collaboration and teamwork among different job functions. Therefore, the performance of the existing needs to be encouraged to communicate effectively so that they can perform well. (Kirti Rajhans, 2012)

Good communication and the effectiveness of communication are very closely connected in influencing the success of an organization. There are many factors that influence the effectiveness of communication and this study only focuses on four main factors which are interpersonal communication, intrapersonal communication, demographic and environment. The effectiveness will be assessed by the performance in the organization, the research evaluated in terms of effective entrepreneurial team.

1.2 Problem Statement

There are several aspects for problem statement in this research. Based on experience gained at the industrial training, this research uncovered several parties that do not use the correct direct communication. This is because the information that really cannot be communicated such as lack of information in the right content between the informant and the recipient of information will reduce the level of a clear message

Blurred communication would cause confusion in the delivery of the intended messages. This will cause the contents of the messages conveyed to be unclear and thus lead to the workers failure to achieve desired performance levels of the organization. Distorted communication can occur due to the insensitivity of the delivery employee communications submitted by the manager and can also occur as a result of an environment that can disrupt communications such as noise.

Based on observations too, communication conflicts occur due to different understanding of themselves on any communication delivered. the conflicts can cause the crisis between workers and employers involving leadership from the upward to the downward of being "walk the talk". Usually, top employees have this attitude that speaks not like act. Every employee has the ability to communicate with themselves if an employee has a bad attitude with others employee. So, communication is difficult to be served because of their prejudice against people who disseminate information. This will make the information provided through the communication did not reach properly. This research wants to review which aspects of communication can be applied to face the attitudes of employers and employees to smooth running of effective organizations.

1.3 Research Questions

The research question in this research develops by the background of the study and the problem statement above. There are some research questions that are identified:

- 1.3.1** What is the relationship between factors communication and effective communication?
- 1.3.2** What are factors of communication which can be used most effectively in the organization?

1.4 Research Objectives

Based on observations in the training industry and reading through the relevant journal communication, the objectives that researcher develops for this research implemented is:

- 1.4.1** To identify the relationship between communication factors and effective communication
- 1.4.2** To identify the factors of communication can be used most effectively in the organization

1.5 Scope of Study

The scope of the study is to gain the knowledge about the management communication in a company. Scope of this study is based on the relationship between the factors of communication and the effectiveness of the communication that occurs in the performance of the employees in the company. This study will be focusing on Imtiyaz Travel, Kuala Terengganu.

1.6 Limitation of Study

Limitation of the studies carried out in Imtiyaz Travel, Kuala Terengganu. This research was based on the scope of the research which is defined by the initial observation. The areas of study will be in company consisting of staff, human resource manager, and others department of the company to be surveyed. Besides that, this research looks at the effectiveness of the method by which selection is received by the employee.

In this research, the challenge can occur because the dependence on self-reported information to verify the reports that are shared between staff and managers because of the sensitive nature of any staff and managers to disagree with the study to be carried out. As we know that the manager may not always be willing to provide the service to be shared and this affected the accuracy and validity of the overall score of the findings.

1.7 Summary

This research examines the influence of the top management and employee towards effective communication of employee's performance in the organization. There are many factors that impact the communication effective of communication. However, in this study only four factors will be considered in more detail referring to the most effective factor for the management of effective communication in an organization.

Conflict cannot be avoided in times of rapid change. Effective communication helps one to avoid conflict and reduce adverse effects when it happens. In this research, the effective communication can help to improve performance of the employees in the company. Effective communication between employees and managers need to be interconnected because it requires good interaction in proving an effective communication. Communication factors that were studied composed of interpersonal skill, intrapersonal skill, demography and environment that lead to the activation of an employee to work through effective communication.

The effectiveness will be judged by the performance of employees in the organization, Research evaluated in terms of effective entrepreneurial team. The aspects being determined from the factors of communications were used to determine the significant relationship with the effective communication in organization.

CHAPTER 2

LITERATURE REVIEW

2.1 Definition of Communication

According to R. Jayashree (2002) communication comes from the Latin word '*comunicare*' which means sharing. Communication is the process of sending and understanding the information. Communication is the transfer of meaning between individuals with the means to achieve, understand and influence others. Communication skills also depend on the individual's ability to communicate ideas and feelings to someone in order to get the desired response. In an organization, communication is a mixture between personal characteristics and organizational aspects. Good communication is essential for all organizations as a management function within the organization.

Organizational communication is the key elements in an organization. Communication is the act of sending and receiving messages using the symbols in the context of the communication which is the key for communication exchanges (Drenth et al, 1998). Other than that Weihrich, Koontz (1993) stated communication is the transfer of information from the sender to the recipient on the condition the recipient can understand the message.

There are many things that contribute to effective communication in organization. Communication practices proposed by O'Hair (2002) have been combined to form what is known as the effective communication within the organization. Among the factors mentioned are the intrapersonal communication skills, interpersonal communication skills, demography and environment. Communication factors led to improve performance of the employees through the implementation of effective communication factors and increase the organizational performance.

2.2 Process of Communication

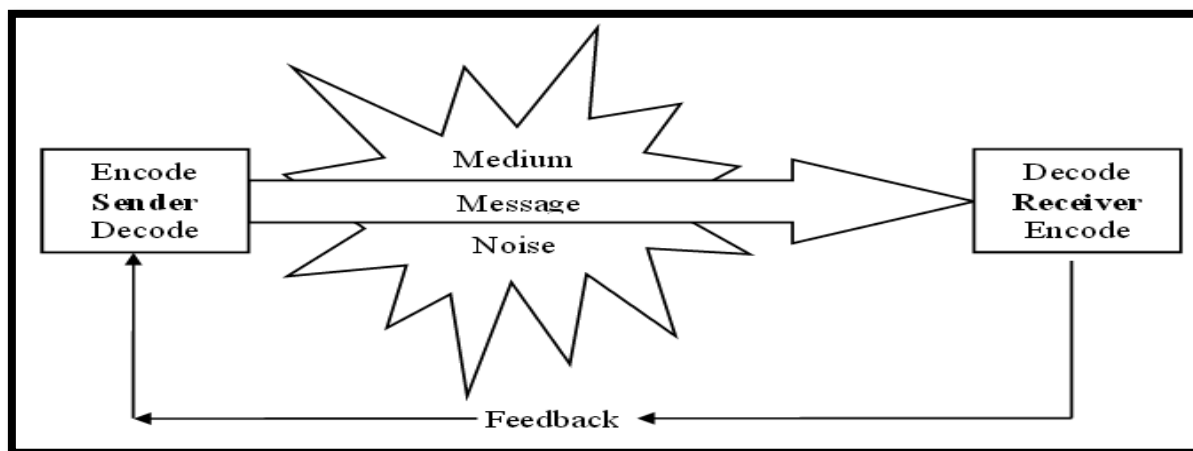


Figure 2.1: Process of Communication (Cheney, 2011)

According to Cheney, (2011) sender and receiver are two common elements in each communication exchange. The sender is the one who started the communication. The sender is a person who has the desire and the need to communicate information and ideas to others. Similarly recipient is the person receiving the message by the sender. The sender encrypts the message of ideas and information by, symbol or body language that can be used to notice the message to the recipient. Message refers to the point to be delivered where it is verbal, non-verbal, writing and communication so that brings information to the receiver of information. Messages or information will be sent through a channel as a medium or intermediate. Medium is a channel that can be characterized as a conversation face-to-face, phone call, e-mails, or written report. Receiver will put the received message into meaningful information.

Noise is a problem that prevents sound from the message to the right of the sender to the receiver. Sound will be the cause of the failure to send a message to the right which will lead to different perceptions, language barriers, emotional distress, and other attitudes. Feedback is the response given by the receiver when receiving a message from the recipient. Receiver will return a message to the sender as feedback. Feedback proves that the message sent has been received and understood by the recipient.

According to Keyton, (2011) elements of communication in the communication process will determine the quality of the communication in the event of a problem in the elements of communication it will reduce the effectiveness of the communication process. For example, if the information can be encoded into a message that can be understood by the sender of the message. A message will be difficult to be understood by the recipient who sent the message if the medium is not clear and would be a problem in the delivery of the message. There are several factors of communication achieve effectiveness communication in organization.