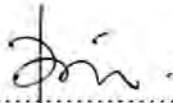


## SUPERVISOR'S APPROVAL

'I hereby declared that I have read this thesis and this research is sufficient in terms of scope and quality. This project is submitted to Universiti Teknikal Malaysia Melaka as a requirement for completion and reward Bachelor Degree in Technopreneurship with Honours (BTEC).'

Signature



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FACTOR AFFECTING COMMUNICATION BARRIER TOWARDS THE  
PERFORMANCE OF EMPLOYEE IN TENAGA NASIONAL BERHAD (TNB),  
TEMERLOH, PAHANG.

SURIA BINTI ROSLAN

A project paper submitted


In fulfilment of the requirements for the Bachelor Degree in Technopreneurship with Honours  
(BTEC)

Faculty Management of Technology and Technopreneurship  
Universiti Teknikal Malaysia Melaka

JUNE 2017

## DECLARATION

“I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.”

Signature : 

Name : SURIA BINTI ROSLAN

Date : 16 JUNE 2017

## **DEDICATION**

This research paper is lovingly dedicated to my parents, En. Roslan Bin Mat and Salmah Binti Ismail, who have been my constant source of inspiration, they have given unconditional support with my studies. I am honored to have their as my parents. Thank you for giving me a chance to prove and improve myself through all my walk of life. To all my family thank you for believing me for allowing me to further my studies.

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Thank you.

## ABSTRACT

In recent years, communication has become the most important medium in connecting individuals within the organization. Due to the importance of effective communication within the organization, communication barriers need to be addressed to improve employee performance. In reviewing the barriers to communication, employees can identify good performance to increase productivity set by the organization. The aim of this study was to investigate the factors affecting communication barriers towards performance of employee in Tenaga Nasional Berhad (TNB), Temerloh, Pahang. This study used quantitative methods to collect and analyze data. Therefore, the questionnaire will be used to collect primary data. Effective communication between employees in the organization and the public can improve employee performance. By overcoming the barriers of communication, employees can interact more effectively to ensure that the information can be delivered quickly and accurately. The survey was conducted through a questionnaire to study the communication barriers that affect employee performance. The selected sample consisted of TNB Temerloh, Pahang. The data collected were analyzed using descriptive analysis. The study found that there is a relationship between communication barriers and employee performance. But, there are two factors that do not have an impact on employee performance.

**Keywords:** Communication barriers, employee performance, effective communication, Tenaga Nasional Berhad (TNB).



## **ABSTRAK**

*Sejak kebelakangan ini, komunikasi telah menjadi medium yang paling penting dalam menghubungkan individu di dalam sesebuah organisasi. Disebabkan oleh kepentingan komunikasi efektif dalam organisasi, halangan komunikasi perlu ditangani untuk meningkatkan prestasi pekerja. Dalam mengkaji halangan komunikasi, pekerja dapat mengenal pasti prestasi yang baik bagi meningkatkan produktiviti yang telah ditetapkan oleh organisasi. Tujuan kajian ini dijalankan adalah untuk mengkaji faktor yang mempengaruhi halangan komunikasi terhadap prestasi pekerja di Tenaga Nasional Berhad (TNB), Temerloh, Pahang. Kajian ini menggunakan kaedah kuantitatif untuk mengumpul dan menganalisis data. Oleh itu, soal selidik akan digunakan untuk mengumpul data primer. Komunikasi yang berkesan di antara pekerja dalam organisasi dan orang awam dapat meningkatkan prestasi pekerja. Dengan mengatasi halangan komunikasi, pekerja dapat berinteraksi dengan lebih berkesan untuk memastikan maklumat disampaikan dengan cepat dan tepat. Kaji selidik telah dijalankan melalui satu set soal-selidik untuk mengkaji halangan komunikasi yang memberi kesan terhadap prestasi pekerja. Sampel yang dipilih terdiri daripada pekerja di TNB Temerloh Pahang. Data yang dikumpul telah dianalisis dengan menggunakan analisis deskriptif. Hasil kajian mendapati terdapat hubungan antara halangan komunikasi dan prestasi pekerja. Tetapi, ada dua faktor yang tiada hubungan iaitu komunikasi organisasi dan komunikasi sendiri yang tidak mempunyai impak terhadap prestasi pekerja.*

*Kata Kunci: Halangan komunikasi, prestasi pekerja, komunikasi yang efektif, Tenaga Nasional Berhad (TNB).*

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## **CHAPTER 1**

### **1.0 INTRODUCTION**

#### **1.1 Background of study**

In the recent era, communication is a process that plays an important role in our lives and to exchange information to achieve their own objectives. The beginning of human civilization starts, communication is mostly used by people in oral form. Therefore, communication is a process that involves respect for human sense of purpose, provided they have agreed with the definitions of terms used in something like a symbolic gesture, letters, numbers and words that represent ideas that can serve the purpose. According to Dr Gordon Coates (2009), through this process of human communication to share information and its always seems to happen continuously without beginning and ending.

In the modern world scenario, communication takes the huge roles in every organization. Good communication within the organization is very important to connect and communicate information to the public. Communication within the organization aims to deliver news and information or to react or respond to respect and interdependence. This is to achieve coordination in cooperation, to achieve the direction and goals of the organization.

Through this role of communication in organization, there are many barriers and these may occur at any stage. Barriers may lead to information become distorted and therefore risk wasting both time by causing confusion an misunderstanding.

According to Fred C. Lunenburg (2010) every step in the communication process may contribute to the barriers. This is because communication is a complex, give-and-take process; breakdowns anywhere in the cycle can block the transfer of understanding. Effective communication involves overcoming these barriers and conveying clear and concise information.

Communication is also an important element in organization to achieve their performance. According to Kenan Spaho (2013), there are two types of communication in the organization which are internal and external communication. Internal communication has three types of information to be traveling in a company which is communication Downward, Upward and Horizontal. According to Sharifah Baharum (2006), communication down only affects the moral improvement, while the influence of communication on horizontal relationships and communication is through the exchange of information. Thus the performance of employees affected by workplace communication, which in turn leads to performance inherent in the individual, including aspects such as attitudes, feelings and their job satisfaction.

The researcher acknowledge that employee in organization must understand the important of effective communication to achieve the good performance. Therefore, effective communication among employees is very important to communicate with each other or the public. In order to ensure the effective communication of these efforts, the researcher tends to study about factor affecting communication barriers towards performance of employee.

## **1.2 The Important of Communication**

The importance of communication cannot be denied and has important role in organization. Effective Communication is significant for manager in the organizations so as to perform the basic functions of management; Planning, Organizing, Leading and Controlling. An effective communication need to convey in manner According to Edward G. Wertheim (2012), communication is important for an internal and external progress because poor communication in organization cause



many barriers. Effective communication is a building block of successful organizations". In other words, communication acts as organizational blood.

Communication promotes motivation by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark. Evangelos Ergen (2010) stated that, receiving and understanding is the most important in the communication process. Communication is a source of information to the organization members for decision-making process as it helps identifying and assessing alternative course of actions. Besides that, communication also plays a crucial role in altering individual's attitudes; a well-informed individual will have better attitude than a less-informed individual. Therefore, it is clear that communication is very important to the activities of employees in the organization.

### **1.3 Employee**

Employee is a person who is employed under a contract of service. In peninsular Malaysia contract workers under the Employment Act 1955, Sabah and Sarawak a worker is defined in the Labor Ordinance (Sabah Chapter.67) and Sarawak Labor Ordinance (Sarawak Chapter 76). Business Dictionary (2016) stated that employee is an individual works for part-time or full-time under the contract of employment. This contract might be oral or written, implied, and has recognized rights and duties. According to VS Balyan (2012), Employees are performing the service under the term and condition under employment in organization. The service performed by employees depends on their knowledge and skills. On the basis of their skills and job the employees may be called unskilled, semi-skilled and skilled employees. So, the study finds it the important of roles of employee in organization.

#### 1.4 Problem Statement

In this era, every employee wants to be success and aims to ensure the good performance. In the employment sector, communication takes place in several stages according to their respective department. This is because in the organization there are relationships which employee in type, function and purpose. Communication is an important event in the social life, and one of the most important tools of social, political, cultural, and scientific transformations in today's world. Actually, it is considered as the ability to establish a correct communication at a higher level.

In the organization, facing a lot of communication barriers can be affected to the performance of employee. Poor leadership skills can be one of the problems faced by manager in communicating to the employees. These due to incompetent leader exhibit indecisiveness and fail to inspire confidence in their subordinates or over-exert control and pass on poor communication to their employees. Besides that, lack of feedback can become an ineffective way to exchange information throughout the organization. Employees and manager should provide feedback at all time to improve the quality of information in which that information is delivered. Last but not least are semantic barriers. Semantic barrier will be occur when the employee have a different understanding of the information. This leads to a weak line of communication.

However, effective communication can be performs when employees receive and understand information clearly so that the work can be done properly and accurately. When this all happened, then the resulting product will meet the criteria demanded by the organization and improve their job performance. Job performance can be defined as the job results, because the results have the strongest correlation with the strategic objectives of the organization. Thereby, the communication in the organization should be investigated by identifying the barriers of communication that can affect the performance of employee.

The same scenario also occurred in Tenaga Nasional Berhad (TNB). Historically, the park was established through corporatization and privatization of basic NEB (National Electricity Board) in September 1990. TNB has now emerged



as an important organization in the country. In line with the current changes, the function and role of the park is also changing in the fields of engineering, information technology, customer service, and relationship between investors, including human resource development and also how to interact with a large community.

TNB has always emphasized the importance of interaction and communication among employees to improve their knowledge and skills up to date. In terms of basic principle, before absorbed as permanent, TNB employees are required to attend technical training at Institut Latihan Sultan Ahmad Shah (ILSAS), Bangi, Selangor. The training requirements are also in line with TNB's intention to require knowledge workers, trained and good communication skills to meet the needs of an increasingly diverse.

For the purposes of this study, respondents were regular employees who have served in the TNB. However, the question that arises is whether the communication barriers affect the effectiveness of communication among workers. In addition, the level and extent of communication among workers TNB affect the performance of employees at TNB, Temerloh, Pahang. This study will identify the relationship between the communication barriers that can affect the performance of TNB employees, Temerloh, Pahang. The researcher will prove a clear definition of communication barrier and how barriers affected the performance of employee throughout this research.

### **1.5 Research Objective**

The research objectives of this study outlined by the researcher based on the research topic. The objective in this study must be achieved.

1. To identify the most influence factors affecting communication barriers towards performance of employee in TNB, Temerloh Pahang.

2. To investigate the relationship of factor that affecting communication barriers and performance of employee in TNB, Temerloh Pahang.

### **1.6 Research Question**

In order to achieve the objective of this research, three critical questions were highlighted as an indicator to create the theoretical framework as follows:

1. What are the most influence factor affecting communication barrier and performance of employee in TNB, Temerloh Pahang?
2. Is there a significance relationship between the factor affecting communication barrier and performance of employee in TNB, Temerloh Pahang?

### **1.7 Scope of Research**

This research is conducted to determine the factor affecting communication barrier towards performance of employee in TNB, Temerloh Pahang. The selection of these factors is based on the importance of the presentation of information in the organization and the public. The scope of this research covers employees who are categorized as work in TNB who are range the age 20 to 59 years old.

They are two area focused by researcher. Firstly, this research focus around that affect communication in the organization and identify the barriers problem that arise between employees as well as in areas that include the following study conducted in around TNB, Temerloh. Secondly, the researcher chooses employees as her target respondent in order to measure the acceptance about communication barriers and how the barriers affect performance of employee. The area where the research would be done is in TNB Temerloh, where the targeted total number of respondents involves are 108 people of employees.



### **1.8 Limitation**

The study is limited in TNB, Temerloh Pahang area only and difficult to get the cooperation from respondents. This is because the possible number of civilians in Temerloh that affect the interests of public communication effectiveness compared with other branches.

Due to practical constraints, this paper cannot provide a comprehensive review of determinants of communication barriers towards the performance of employee. Besides that, due to limited time frame, this study is unable to reach more people because the duration of the study is less than a year. As a result, it is insufficient to obtain feedback from a wider range of respondents. Besides, the next constraint will be less cooperation among respondents to answer the survey questionnaire and they are lacking of knowledge about this research topic, thus, it might contribute to the insignificant value of the results. On top of that, there might be some questionnaires are not return back to the researcher. Therefore, the researcher needs to find potential solutions to overcome these constraints.

The findings of this study can be generalized to other organizations. This is because since the design of the study dedicated to communication barriers that often occur in the organization. However, the study could serve as a reference to other organizations in identifying and designing the most effective communication techniques to employees.

### **1.9 Significance of Study**

This study will be beneficial to the organization, manager, employee and public. The aim of this study was to examine the effectiveness of communication between employees in the organization and publics. Besides, it also act as a tool for employee to understand the communication barriers that can impact to their performance in the organization. In addition, the study of communication can help smooth work in every department in the organization.

Firstly, effective communication is important for development of an organization TNB, Temerloh. Therefore, communication serves as the foundation of every facet of an organization. Thus, it can be said that effective communication is the building block of an organization. Socializing is a very important and communication is the tool that can help in socializing. Besides, in organization communication is one of the basic features of management. It is instrumental in raising the morale of employees. It is through communication, verbal and non-verbal that people submit the different feedback and requirements to the management.

Subsequently, communication it is something which helps the managers to perform the basic function of management which are planning, organizing, motivating and controlling. It allows the manager to know about the grievances of the employees and help the employee to know about the policies of the organization. Communication skills whether written or oral form the basis of any activities in organization. Besides, communication acts as a source of information and helps in identifying the alternative course of action.

Last but not least, it can keep the foundation of motivation. It helps the employee to know how a job is being performed and to improve performance. Communication also helps in building TNB employees attitudes. A well informed person will always have a better attitude than a less informed person. The different forms of communication like magazines, journals and meeting will help the employees to form different attitudes. Through this study, it can reduce barriers problem such as the failure of the delivery of information and ensure that the information communicated in accordance with the objectives of the organization. Consequently, this will create committed workforces who continuously strive for excellence to drive performance.

### **1.10 Summary**

This chapter established the foundations of the communication barriers that can be affected to performance of employee in organization TNB, Temerloh. Besides, it also introduced the background of the study, the important of communication, define of employee, problem statement, research objectives, research question, scope, limitation and the significance of study. Based on the research foundation, the researcher proceeds to the next chapter two and discussed the literature review and theoretical framework.



## **CHAPTER 2**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

Communication poses an important term in the world of business organization. The most basic function of communication within the employee in organization to inform, persuades, and motivate. According to Fatemeh Molaei Fini and Ali Akbar Sheikhi Fini (2015), communications is the one of activities to give a message that is easily to understand and meaningful. Information also ensures that employees are aware of the procedures and objective of the organization. It also eliminates the uncertainty of employment to employees when they are fully informed. There are many barriers and these may occur at any stage in the communication process in the organizational communication. It is can be used to analyze and reflect as well as affect what is happening in the organization. Communication is here seen as a pervasive role rather than an individual skill, Helene Ärlestig (2008).

This chapter examines scientific studies locally and abroad past by some researchers about factors that affect employee communication barriers to achievement. Study literature is helping researchers understand the relationship between the obstacle of communication and employee performance. Communication is an important factor in increasing productivity in the work sector. The topic will be discussed what the chapter is all about.