

DECLARATION

I declare that this thesis entitle “The Study of Communication Medium that Influence Staff Engagement Relationship” is the result of my own research except as cited in the references.

Signature :

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Date :

DEDICATION

This is special dedicated to my beloved parents, Azman bin Senik & Habsah binti Ngah and my family for their continuous love and prayers, also to all my friends for their patient, kindness and cooperation. I wish to thanks all of you for your support during my studies in UTeM. May God bless all of them.

ACKNOWLEDGEMENT

Praise be all to Allah SWT, the Most Gracious, the Most Merciful Shalawat and salam be to Rasulullah Muhammad saw. By the grace of Allah SWT, this research is finally completed to fulfill the requirements for Bachelor of Technology Management (High Technology Marketing)

I would like to take this great opportunity my warmest gratitude to my supervisor Madam Azrina bunt Othman and panel PM Ahmad Rozelan bin Yunus for the guidance, concern and strong support at all the time especially during the difficulties that I faced throughout the completion of this research. Their enthusiasm has been a great source inspiration to me and gives me the great sense of honour to be under their wings.

Great thanks to my beloved parents and family for their patience, prayers, support and understanding over the entire period of my studies. Without them, this research would not have been possible.

ABSTRACT

Communicating with the employees regularly helps ensure everyone understands the objectives and goals, as well their place in achieving it. The purpose of this study is to analyze factors affecting communication medium toward staff engagement relationship in PETRONAS. However to promote more effectively is a problem urgent to solve. This study is to make some contribution to staff engagement toward communication mediums. In the other hands, staffs' attributes differences were also investigated and data were collected from 255 staff PETRONAS, Malaysia. This research were developed some hypothesis and based on "4-I Dimension Model" were proposed a research model about communication medium toward staff engagement relationship. Involvement, interaction, intimacy and influence included in the model. Questionnaire survey was conducted in PETRONAS through online and by hand. Results shows that involvement, interaction, intimacy and influence had a positive influence on communication medium toward staff engagement.. Furthermore, the effect of interaction on communication medium toward staff engagement relationship is significantly greater.

Keyword: Communication medium, staff engagement, 4-I Dimension Model

ABSTRAK

Berkomunikasi dengan pekerja secara berkala dapat membantu memastikan semua pekerja memahami dan mencapainya matlamat. Tujuan kajian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi medium komunikasi ke arah hubungan penglibatan kakitangan. PETRONAS. Bagaimanapun, masalah yang perlu diatasi untuk mempromosikan dengan lebih berkesan. Kajian ini memberi sumbangan kepada penglibatan kakitangan terhadap media komunikasi. Sebaliknya, perbezaan sifat kakitangan juga dikenal pasti dan data dikumpul dari 255 kakitangan PETRONAS, Malaysia. Kajian ini telah menghasilkan beberapa hipotesis dan berdasarkan kepada "Model Dimensi 4-I" yang telah dicadangkan satu model penyelidikan mengenai medium komunikasi terhadap hubungan keterampilan kakitangan. Penglibatan, interaksi, keintiman dan pengaruh termasuk dalam model tersebut. Tinjauan soal selidik telah dijalankan di PETRONAS melalui talian dan tangan. Keputusan menunjukkan bahawa penglibatan, interaksi, keintiman dan pengaruh mempunyai pengaruh positif terhadap medium komunikasi terhadap penglibatan kakitangan. Tambahan lagi, kesan interaksi terhadap medium komunikasi terhadap hubungan keterangkuman kakitangan jauh lebih besar.

Kata Kunci :Media Komunikasi, Penglibatan pekerja, Model 4-I Dimensi

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LIST OF ABBREVIATION

PETRONAS	-	Petroliam Nasional Berhad
CC	-	Consumer Comprehension
DV	-	Dependent Variable
IV	-	Independent Variables
HRM	-	Human Resource Management
MRA	-	Multiple Regression Analysis
s.d	-	Standard Deviation
SPSS	-	Statistical Package for Social Sciences

LIST OF SYMBOL

α	-	Alpha
b	-	Beta
H_0	-	Hypothesis null
H_1	-	Hypothesis alternatives
M	-	mean
s.d	-	Standard Deviation

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

In this new era of globalization, as the world grow into more addicted to the technology. It has being designed as conducive and effective mechanism for communication that can influence the staff engagement relationships. In the middle of this thing, the technology has contributed a variety of intercommunication that keep on going among distinctive cultures and ideologies. Internet has turned into a significant piece of Malaysians' day by day life and exercises. Gone were the days we must be home or at the workplace to get to Internet. Based on Malaysian Communications and Multimedia Commission (2016), The Internet Users Survey 2016 determined 80.0% of Internet users has visited social media sites, of those, 96.5% owned a Facebook account and an Internet user spends average of around four hours per day on social media sites. Thus, the Internet also involves in the communication mediums that will influence staff engagement relationships in organization. Moreover, communication rapidly growth is the greatest and antecedent from top management to ultimate to mast for the organizations.

Based on previous data from Aon Hewitt's 2014 Trends in Global Employee Engagement annual study the least possible increased from 53% in 2005 rose up to 59% in 2011, but immersed in 2013 to 56% and now in Malaysia, the engagement levels have been on a the stable conditions. The research identified specific how communication process can affect the employee engagement.

Generally, this research was to determine the communication mediums that influence staff engagement relationship. This study identified the factors of communication mediums that influence staff engagement relationship. As we know, it was an essential tool in order to deliver information and message to the staffs in PETRONAS.

1.2 Problem Statements

Based on the researcher observation that had been an internship at Petroliam Nasional Berhad (PETRONAS), Terengganu, there were a few problems occurred in the organizations and they were related with the previous studied on articles. Throughout 6 months of the internship program, researcher could see the staff engagement relationships effectively get back just by giving them communication tools that put the greater part of that information at their fingertips. During the internship, the researcher had to analyse the types of communication mediums that influence staff engagement. Therefore, from the data the research found that PETRONAS hard to get participants and full commitment from staff to attend training and engagement.

Some of researchers also mentioned in previous research about the problems in the organization. According to Vercic and Vokic (2017) there are more disengaged employees than engaged ones. This problem certainly the perceptions and attitudes of different generations of employees may influence the decisions of workers who are disengaged. It was because majorities of the employee did not understand the core role or roles of communication professionals (Falkheimer et al., 2016). The inability among organizations to establish a connection with their staffs through communications mediums can lead to organizational chaos, low productivity and decrease profitability.

Besides, many employees did not realize the communication medium was the important key to engage the relationships among them. The relationship between communication and engagement has been given with little attention (Gruman & Saks, 2014). It became the barrier for company to achieve the goals when the information is not reachable to the employees. Hence, it was compulsory for researcher to have finding on communication mediums towards staff employee engagement in PETRONAS.

1.3 Research Question

The following are the research questions which are important in this study:

1. What are the factors of communication mediums involves on staff engagement relationship?
2. What is the most factor of communication mediums that influence staff engagement relationship in PETRONAS, Malaysia?
3. What is the relationship between communication mediums and staff engagement relationship?

1.4 Research Objectives

The communication medium was act as an effective way to engage the employee in any organization. An extraordinary communication were related with employee engagement, responsibility and successful of company. This study focused on to examine the communication mediums influences staff engagement relationship in PETRONAS, Malaysia. There were three objectives arise in study in order to gain better understanding of this study based on the problem statement above, specific research objectives set up as below:

1. To identify the factors of communication mediums involves on staff engagement relationship.
2. To determine the most factor that influences communication mediums towards staff engagement relationship in PETRONAS, Malaysia.
3. To investigate the relationship between communication mediums and staff engagement relationship.

1.5 Scope of the Study

This research mainly focused on the factor that influences communication mediums towards staff engagement relationship in PETRONAS, Malaysia. In addition, this research determined the factors that influences communication mediums towards staff engagement relationships. The research conducted in PETRONAS, Malaysia. The respondents are the staffs in PETRONAS. Thus, this group were essential in this study as they gave on how to improve the communication in order to increase employee engagement in company.

1.6 Limitation of study

There were few limitations found during the study. First, it might difficulty to acquire the precise and credible data. Researcher felt hard to recognize whether the information in survey was answer sincerely by respondents. Hence, researcher simply expected that every one of the information got through questionnaire answered honestly by target respondents. During this study, researcher was facing a lack of time to distribute the questionnaire. Researcher had been given only 24 weeks to conduct the study. Thirdly, data collection had some difficulties in term of time so all the employees cannot give the cooperation for the questionnaire.

1.7 Importance of Research

The purpose of the study was to determine whether relationship between communication mediums and staff engagement exists. Researcher experience had been in organization when industrial training that communicates by using the medium to achieve the goals of organization. Based on this study, communication mediums act as transmission medium and this research could apply researcher, employees and PETRONAS. It was the driving forces for organizations the employee awareness of communication mediums. Besides that, this research helped in academic field which provided a variety suggestion for the researcher in understanding the communication mediums and staff engagement relationship. This research gave some additional information for future study.

1.8 Summary

In this study, researcher was highlight on the communication mediums that influence the staff engagement relationship in PETRONAS. In addition, researcher identified the factors of communication mediums involves on staff engagement relationship. This chapter provided an introduction for the research topic. It proposed the background of study, problem statements, research questions and research objective. The research also wrapped the scope, limitation and importance of research in this chapter. Based on the introductions, the researcher continued to second chapter that explained more about the part of literature review.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter explained about the definition and relevant theories of communication medium and staff engagement. Based on the secondary data such as journals, articles and reference books the researcher is raising up the understanding of the study. The applicable terms, concept and theories discuss in detail to clear understanding. First of all, the part of 2.2 will brief about the background of the marketing. In section 2.3 compresses about the integrated marketing communication. Section 2.4 explains about the types of communication tools. Section 2.5 and 2.6 describe about the overview the concept of employee engagement and the relationships communication mediums with employee engagement. In section 2.7, researcher is using the theoretical framework. Researcher has developing the factors of communication medium that influences staff engagement in section 2.9. In order to test the factors, hypothesis has built up in section 2.10. Lastly, in section 2.11 is presenting the summary of chapter two.

2.2 Background of Marketing Communication

In the 21st century, economies in American and European have been establish traditional marketing communications as practiced which evolved over time making the use of new communication technologies and approaches mandatory (Schultz & Malthouse, 2017). Kotler and Keller (2015) define marketing communications because companies decide to inform, persuade and inform their customers indirectly and indirectly of product and types they sell. Marketing communication (MarCom) became a significant and complex element of an organization marketing achievements as rapid adoption of interactive digital systems in major emerging markets.

Despite the fact that marketing could take many structures, all marketing was a demonstration of communication. Bacik et al., (2012) stated that numerous associations do not create while not promoting communication over the long-term. The significance of marketing communication has developed as of late for a few reasons. According to Keller (2009) the selling communications combine consists of eight major modes of communication the primary four is seen as a lot of mass media forms of communications; the latter four were a lot of personal modes of communication. Todorova (2015) stated that marketing communications are the fourth essential element of the marketing mix, with which the company aims to serve the target markets Excellent communication achieved by targeting teams that perceive blessings, disadvantages of a society and the way it works, what its “rules” were and helps establish the acceptable solutions to inherent issues (Hostiuc et al., 2017).

Effie Awards as it is prevalently known all around has perceived viable marketing campaign since 1968 and brought in Malaysia in 2008. The Effie Awards is the main worldwide that distinctions accomplishment in meeting and surpassing marketing communication goals, with an attention on successful battles. According to The Star Online, Malaysia's Effie Awards in 2016 has seen a 70% increase in the number of entries, signaling a positive effort among industry practitioners to be recognised compare to 2015. It was established that Malaysia industry focused on effective marketing communication with a particular objective to remain centered.

As a conclusion, the evolution of the new marketing communication model for developing of exploration opportunities for PETRONAS. Nonetheless, PETRONAS must be clear to these new resolution and alternatives. The divided idea of improvement and execution the present of vital coordination, competitions between various communications disciplines, and short-termism in the marketing communication industry itself which has prompted communication being viewed as a strategic as opposed to vital asset.

2.2.1 Marketing Mix

According to Khan (2014) the marketing was set of military science selling a tools that the corporations blends to supply the response it desires within the target market. The Economic Times also defined the marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. McCarthy (1964) offered the "marketing mix", often referred to as the "4Ps" (Price, Promotion, Place, and Product), as a means of translating marketing planning into practice (Bennett, 1997).