

**A STUDY ON CUSTOMER PERCEPTION TOWARDS COMMUNICATION
SKILLS AT PERTUBUHAN PELADANG KAWASAN (PPK) TEMERLOH,
PAHANG**

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**Report submitted in fulfillment of the requirement for the degree of Bachelor of
Technology Management (Hons) in High Technology Marketing**

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DECLARATION

I declare that this thesis entitle “A study on customer perception towards communication skills at Pertubuhan Peladang Kawasan (PPK) Temerloh, Pahang” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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DEDICATION

Love, myself.

ABSTRACT

Communication is a process where a person delivers messages to another person in a given linguistic context. The messenger delivers will leads to the desired outcome between the two parties. Communication has turned into a basic piece of regular day to day existence in the competitive current age. This research study will examine the customer perception towards communication skills at ‘Pertubuhan Peladang Kawasan’ (PPK) Temerloh. This study develop a theoretical framework based on the problem statement, the independent variable (speaking, listening, training, effective writing and reading) and the dependent variable (customer perception). This study will use quantitative analysis by using questionnaires. The questionnaires are distributed to the customers of PPK Temerloh. The finding from this study reveals that only speaking, training, effective writing and reading had a relationship with the customer perception.

Keywords: communication skills, customer perception, marketing communication, agriculture

ABSTRAK

Komunikasi adalah sesuatu proses di mana seseorang menyampaikan mesej kepada orang lain dalam konteks linguistik yang diberikan. Pesanan yang dihantar akan membawa hasil yang diinginkan oleh kedua-dua belah pihak. Komunikasi telah menjadi sesuatu perkara asas dalam aktiviti seharian pada masa kini. Kajian penelidikan ini akan mengkaji persepsi pelanggan terhadap kemahiran komunikasi di Pertubuhan Peladang Kawasan (PPK) Temerloh. Kajian ini menyatakan kerangka teoritis berdasarkan pernyataan masalah, pembolehubah bebas (bercakap, mendengar, latihan, menulis dan membaca) dan pembolehubah bergantung (persepsi pelanggan). Kajian ini menggunakan analisis kuantitatif dengan menggunakan soal selidik. Soal selidik diedarkan kepada pelanggan di PPK Temerloh. Hasil kajian ini mendapati hanya bercakap, latihan, menulis dan membaca mempunyai hubungan dengan persepsi pelanggan di PPK Temerloh.

Kata kunci: kemahiran komunikasi, persepsi pelanggan, komunikasi pemasaran, agriculture

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LIST OF ABBREVIATIONS

SPSS	Social Packages for Social Science
IV	Independent Variable
DV	Dependent Variable
ANOVA	Analysis of Variance
PPK	Pertubuhan Peladang Kawasan

CHAPTER 1

INTRODUCTION

1.1 Background of Study

This chapter will discuss about problem statement, research objective, research question, significance of study and scope of study. The topic of the research is about “A study on customer perception towards communication skills at ‘Pertubuhan Peladang Kawasan (PPK)’ Temerloh”. In this case, PPK Temerloh act as a retailer and they have many suppliers that supply agricultural products to citizens in Temerloh, Bera, Kerdu, Jengka, Jerantut and Maran, Pahang. A retailer is an organization that purchases items from a maker or distributor and pitches them to end clients or clients. It could be said, a retailer is a delegate or go between that clients use to get items from the makers (Gu, B., Park, J., & Konana, P., 2012). Retailers are specialists in showcasing, deals, stock and knowing their clients. They buy the products from the makers at cost and market them to shoppers at retail costs.

Suppliers or manufacturers are the persons or company that produce goods that provides the product to another companies (Govindan, K., Khodaverdi, R., & Jafarian, A., 2013). Manufacturers will plan and invent goods and items, however, they once in a while ever market and pitch them to clients straightforwardly. Having the capacity to deliver products is vastly different than having the capacity to pitch the merchandise to

end-user. This is the reason most makers stick to creating and not to selling the products to end-user.

Similar interchanges abilities that make solid individual connections additionally control fruitful organizations. Quite recently, viable correspondence was seen as a "delicate" expertise that was decent for directors and officials to have however pointless. In the present quickly changing business atmosphere, it's a prerequisite for all workers. Associations that neglect to pass on objectives, systems and procedures – or give input, great and terrible – are probably going to lose to organizations with better correspondence.

Nowadays, there are many agricultural shops that are selling agricultural products at Temerloh in Pahang. PPK Temerloh have to compete with them and must have their own specialties to make customers choose PPK Temerloh than other shops as main choice.

1.2 Problem Statement

Communication is a dominant mechanism to built up the bond between suppliers, retailers and end-user. Every company wants their organization to get a high sales. When a company gets a high sales, this will shows that the company sustain in the market. To gain a higher sales, the company needs employees that have good communication skills to interact with suppliers, customers and also among the employee. The communication skills will determine the chances for a company to increase their sales. When the employee using the right way to give information the customer, this will make their product sales increase. It is because the customer gets the right information about the product and understand the explanation given by the employee. Usually when customers want to purchase agricultural products, it is hardly for them to understand about the product because the supplier using the term that is not suitable for their end-user. The company that acts as a retailer must understand the term before delivering the information to the end-user.

The company also has to know the different type of communication skills if they want to give information to their customers. When an employee using different types of communication skills during interaction with customers, this will make the customer more attract to hear the explanation. The company should investigate the best way for them to give information to the end-user.

1.3 Research Objectives

The general objectives of this study are shown below:

- 1) To identify the communication skills use by staffs of PPK Temerloh in promoting agricultural products.
- 2) To identify the most common communication skills used by the staffs of PPK Temerloh in promoting agricultural products.
- 3) To investigate the communication barriers between staffs and customers during the buying process.

1.4 Research Questions

The purpose of this study is to investigate the customer perception on the communication skills at PPK Temerloh. The questions that can be addressed in this study is include as below:

- 1) What are the communication skills use by staffs of PPK Temerloh in promoting agricultural products?
- 2) What are the most common communication skills used by the staffs of PPK Temerloh in promoting agricultural products?

- 3) What are the communication barriers between staffs and customer during the buying process?

1.5 Significance of Study

Firstly, this study identify the communication skills that have been using by PPK Temerloh's staffs when delivering information about agricultural product to the end-user. Many organizations in Malaysia does not know the absolute way to communicate with their customer. Hence, this study will help them to know the communication skills that they can using when communicate with their customer. It is important for the organization to know about the communication skills because this will help them to maximize their sales. This research also investigate the communications barriers between staffs and customers during buying process. Usually when communication process takes place, there will be some barriers that is faced by sellers to communicate with their customers. Company must identify the barriers and should minimize it during buying process because when customer can't understand the information, this will make their customer don't buy the products. The result from this study will be valuable to the company's because it can make the company more understand about communication skills that they can be using during communicate with their customers.

1.6 Scope of Study

The scope of this study is to focus on customers of PPK Temerloh in Pahang. In addition, this study is to know the effectiveness of communication skills that are using by staffs of PPK Temerloh to market agricultural products. The researcher choose this organization to make a research because this organization is using different way to give information to end-user during purchasing process of agricultural product.

1.7 Summary

This chapter give an overview about the research background on the customer perception towards communication skills at ‘Pertubuhan Peladang Kawasan (PPK)’ Temerloh. This study also highlight the problem statement which is the factors and the barriers of communication skills among the staffs of PPK’s with their customer. This chapter also shows the research objectives and questions as the guideline for this study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review is an evaluation of previous research which has been summarizing in a particular area of a research allows anybody to refer and read the research. A better literature review depends on the particular research from previous research (Shutterworth, 2009).

This chapter will discuss about communication, communication process, verbal and non-verbal communication, forms in communication skills, customer perception, marketing communication and also agriculture. The structural framework of this study also shown in this chapter. The hypothesis of this study is present in the last part in this chapter.

2.2 Communication

Communication is a process where a person delivers messages to another person in a given linguistic context (Hodge, Robert & Gunther Kress, 1999). The messenger delivers will leads to the desired outcome between the two parties. Communication has

turned into a basic piece of regular day to day existence in the competitive current age. Basic activities in daily life to more complicated activities are all rely on communication (Taveira-Gomes et al., 2016). Lack of communication can result to ineffective and interruption of activities. In this way, simple communication does not fill any need. The importance is it must be clear and effective.

However, according to Keyton (2011), communication is a process transmitting information from one person to another and the receiver understand the information given by the sender. Communication involves getting information from one person to another person. Communicating effectively involves having the information relayed while retaining the same in context and content. Communication involves the impression of the message as much as the delivery of that information. In other words, communications is the art and process of creating and sharing ideas.

Communication is a key element in any human activity. Communication is a learned skill. Communication takes place when the first parties are supposedly at the same level of understanding and comprehension as other parties. Speaking, writing, gestures and touch are the common forms of communication. The functions of communication is to change in behavior, to influence others and to express thoughts and emotions through words and actions. Communication also can improve self-confidence, solve problems and establish relationships.

2.3 Communication Process

Communication is a process of giving any information from one person to the other person with the aid of some medium (Cheney, 2011). For communication to reach a desired goal, both parties are necessary to exchange information and know the meaning of what each others are saying. The communications fail if the parties cannot make themselves understood about what are they saying to each other or the flow of information obstructed for some reason. The two common elements in every communication process are the sender and the receiver.

In the communication process, sender is someone who transmits a message. The sender is usually called as informants or communicator (Arnold & Boggs, 2015). The sender may be a verbalizer, an author or someone who merely gestures. The sender has some kind of information that are a dictation, request or a thought that he or she wish to communicate with others. In order for acceptance of the content, the sender must first encode the content in a form that easy to understand and then convey it. In communication and speech theory, the reputation of the sender is important in providing credibility and validation to his or her statements and speech, but attractiveness and friendliness, too, play a role in a receiver's interpretation of a sender's message (Berlo, 1960).

Second elements in the communication process is receiver. Receiver is the person to whom information or message is directed. The receiver also knows as audience, reader or observer. When the message is directed to the receiver, he or she must interpret the sender's message with a little distortion as possible. Decoding is the process of understanding the message. Many problems can occur during the communication process because words and nonverbal signals have dissimilar meanings to different people (Keyton, 2011).

Next elements in the communication process are message. The message is the information that is passes by sender to receiver. The message is the medium for the sender to his or her feelings, thoughts and ideas. Messages can deliver in different of ways including spoken, written or behavioral (Stacks & Salwen, 2014). The message may be instantly clear and understood or confusing and misinform based on the receiver assigns to.

Feedback is the last elements in the communication process. The meaning of feedback is the reaction of an audience to a message or activity. Feedback is occur after receiver perceive the information. In communication, feedback is important because feedback is the only way to gain a receiver's response. Without feedback, sender can't know whether the information is reaching to the receiver or not.

2.4 Verbal and Non-verbal Communication

Verbal communication is the sharing of information between individuals by using speech. In other words, verbal communication means sharing things by means of words. The things that are being share can vary in the form of information, feelings, thoughts, supports and also memories. According to Dainton and Zelley (2014), verbal communication may be divided into two types that are written and oral communication. Usually in verbal communication, words are the important part during the communication process. Face-to-face conversations, group discussions, interview, calls, and speeches are the example of the medium of verbal communication. Verbal skills are the most valued skills by employees. It is because these skills will help to find a job, advance career and also improve professional performance.

However, according to Bovee, Thill and Raina (2016), verbal communication involve the use of language. Language is a collection of symbols that can be arranged in a particular order according to a particular grammar. Verbal communication is also relational. Verbal communication influences relationship and relationship influences verbal communication. Whenever someone communicate verbally, a particular relationship is presumed with another person, members of a group or an audience. The functions of verbal communication are to influence other people. Verbal communication also creates meanings, relationships, identities and cultures.

Non-verbal communication is a wordless form of communication. It is a silent form of communication that does not involve speech or words (Raiola, 2015). Eye contact, hand movement, facial expressions and body postures are the example of non-verbal communication. Usually, silence is the best way of non-verbal communication. Non-verbal communication is the actions or attributes of humans, including appearance, use of objects, sound, time and space. Non-verbal communication is an essential part of the total communication process. Non-verbal cues carry approximately two-thirds of a message's communicative value. It is because non-verbal communication can emphasize, contradict and complement verbal messages.

However, according to Knapp, Hall and Horgan (2013), non-verbal communication is a type of communication that employs gestures and body language. Body language is the communication of personal feelings, emotions, attitudes and thoughts through body movements such as postures, facial expressions and positions. These movements can be done either consciously or involuntarily. Body language and tone of voice must be consistent with the words that have been used. It is because non-verbal communication can lead to misunderstandings, communication failure and conflicts if the interlocutors are careless.

2.5 Communication Skills

Based on Ganguly (2017), communication skills are the tools that is using to remove the barriers to effective communication. It is a basic to all parts of business development. Business communication is the ability to build solid relationships based on the effective and efficient exchange of information between two or more parties. Communication skills come in many forms which is verbal, aural, non-verbal, written and also visual. It is very important to develop a variety of skills for communicating to others and learning how to interpret the information received from others. Effective communication may be understood as occurring when the intended meaning of the sender and perceived meaning of the receiver are the same.

Good communication skills are essential for an employer. It is because employers consistently rank good communication skills at the top of the list of potential employees. According to Goleman (1997), high level of individual success at work characterized by emotional intelligence or skills of social awareness and also communication skills. The skills included the ability to motivate and influence others, to give honest feedback, to emphasize and develop relationships and also to monitor others behavior. Communication skills have to be cultivated and nurtures. There are some skills

that can be practised to develop communication skills. Reading, writing, speaking and listening are basic communication skills necessary for effective communication in any environment.

2.6 Forms of Communication Skills

2.6.1 Speaking

Speaking is the action conveying information or expressing one's feelings to other people in a speech (Hargie et al., 2004). It is a human being to give oral presentation or speech during work. As a business people, it is a must to talk with people such as clients, suppliers, public and also colleagues (Lee, 2014). Speaking requires someone to get a message across to the listeners and will often contain a persuasive element. Speaking is the skills that are needed in delivering effective and engaging presentations to a variety of audiences.

According to Hargie et al. (2004), there are several numbers of features for effective deliveries during speaking which is use appropriate language, be suitable paced, avoid distractions and also be precise. Speaking is the most frequently used way to get a message across at the workplace and it includes meetings, presentations, in-person interviews and video conferencing. Speaking skill is best used in situations where establishing a personal connection is important.