



**A STUDY ON FACTORS THAT INFLUENCE THE STUDENTS  
IMPROVEMENT IN COMMUNICATION SKILLS**

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## DECLARATION OF ORIGINAL WORK



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Hereby, declare that

- This work is not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ..... date: 8 July 2014

## **ACKNOWLEDGDE**

In the name of Allah, Most Gracious, Most Merciful.

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## **ABSTRACT**

Globalization has opened up to competition between individuals (employees), firms (employers) and state whether locally or internationally. Through Malaysia economy which is globally oriented, this situation thus created a necessity in selecting employees where the selection process was based on a global perspective. As a result, there are a number of skills including communication skills required by employers in selecting graduates or employees to ensure efficiency and effectiveness of the work performed is achieved. Through effective communication, emphasis on aspects of social skills can help individuals respond to the environment and to control themselves in the face of challenges to access and excellence. Consistent with the purpose of this study to identify the factors that influence the improvement of communication skills among students. The factors studied are a factor lectures commitments, language and family environment. A total of 100 students from the faculty of business involved in the study. The instrument used was a survey form questionnaire designed by the researchers. Analysis of data performed to obtain the frequency, reliability, multiple regression, correlation and t-test. The result shows the family environment is a major factor influencing the increase communication skills of students. Several recommendations were made to strengthen the communication skills of students. Findings of this study are expected to be guidance to the parties concerned to produce graduates who confident in communication skills and be able to compete in market jobs