

**A STUDY ON EFFECTIVE COMMUNICATION TOWARDS EMPLOYEE
PERFORMANCE AT LADANG MADOS MERSING**

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ABSTRACT

A STUDY ON EFFECTIVE COMMUNICATION TOWARDS EMPLOYEE PERFORMANCE AT LADANG MADOS MERSING

An effective communication is a process where the communication must be delivered successfully and achieving the same mission and goals. Most of plantation sector in Malaysia hired foreign workers that are come from different nationalities. Without an effective communication, we tend to pass along a wrong information and did not make it to deliver the right and valuable message. At Ladang Mados Mersing, they hired Malaysian, Indonesian, Bangladeshi and around six workers are aboriginal people from Tanah Abang Mersing. The problem arise when most of them taking their time to understand our language. They might not have higher level of education. Some managers assuming that they already delivered an adequate amount of information to their employee only through schedule without a proper explanation. The objectives of this study are to examine the relationship between factor of effective communication and employee performance and to examine the most dominant factor of effective communication towards employee performance. This study was conducted at Ladang Mados Mersing with population of 134 and by using *Raosoft*, the sample calculated is 100. This study use close structure questionnaires for data collection. Sample design is random and the data analysis use for this study are, descriptive, correlation and multiple regression interpret by Statistical Package for Social Science (SPSS). The result from correlation coefficient analysis shows that all the independent factors (completeness, consideration, cortesy and clarity) have significant relationship with employee performance. The result from regression analysis shows that consideration is the most significant factor that contribute to the employee performance with value of (beta=0.615). As for the recommendation, in order to improve employee performance, the efforts in socializing with the employee during communication process must be done so that the employee can value the organizational and clearly understand about organizational structure and goals.

Keywords: effective communication, completeness, consideration, courtesy, clarity, employee performance.