



**THE RELATIONSHIP BETWEEN EFFECTIVE LISTENING SKILLS
TOWARDS EMPLOYEE'S JOB PERFORMANCE AT
PEJABAT DAERAH KEMAMAN, TERENGGANU**

RISTU IZANA BINTI KAMALUDIN

**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)
UNIVERSITI TEKNOLOGI MARA**

2014

ABSTRACT

This research was about the effective listening skills that gave impacts towards the employee's job performance. The main objective was to study whether there was a relationship between the independent variable (effective listening skills) and dependent variable (employee's job performance). I was using the employees from middle and lower level management of Pejabat Daerah Kemaman as my sample for this research. From the population of this study, I have selected 10 per cent from the 100 employees in Pejabat Daerah Kemaman which was about 42 peoples as a sample size. For this research, I was using probability sampling which was simple random sampling. I was using this technique because it is a simple way to distribute questionnaires to the respondents. Thus, I used questionnaire as my method in order to conduct this research. 42 questionnaires have been distributed to the respondents and all of them have returned back the completed questionnaires. There were three section (Section A, B, and C) in the questionnaire and was developed in bilingual. I was using five-point likert scale to represent the respondent's response towards the questionnaires. Statistical Package of Social science (SPSS) software of Version 21 was being used to analyse the data. This study focused more on correlational research, so, the numerical index called correlation coefficient has been used to measure the relationship between variables. After the analysis has been done, I find that there is a significant relationship between effective listening skills towards employee's job performance.

In addition, the findings of this research will let the middle and lower level employees knew about the positive impacts of effective listening skills that affect their job performance. As a conclusion, the employees of Pejabat Daerah Kemaman perceive the effective listening skills at their workplace. From the findings, I would like to recommend that they have to maintain the skills because listening skills can contribute to their work success and is a key of effective communication. By practising and using this skill continuously, their work will have higher quality and more effective.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim..

Assalamualaikum w.b.t,

First of all, Alhamdulillah, praise to ALLAH S.W.T. whom with His willing, giving me the opportunity to complete my research study of the relationship between effective listening skills towards employee's job performance.

The special thanks goes to my beloved research supervisor, Puan Norlaili binti Harun because she had given a lot of time, advice, and information to me for completing this research study. The supervision and support that she gave to me truly help the progression and smoothness of my research. The cooperation is much indeed appreciated. A lot of thanks also go to my research lecturer, Dr. Hajah Mas Anom binti Abd. Rashid because she had taught, guide and helped me in understanding research to complete my study. I also would like to express my thanks to all the lecturers of UiTM Jengka, Pahang especially the BEL and statistics lecturers that helped me in terms of language and data analysis.

Other than that, thanks to the employees at Pejabat Daerah Kemaman because they gave me a full cooperation and helped me in answering the questionnaires. Last but not least, I would like to express my gratitude towards my beloved family and friends who have been the source of inspiration to me. I thank them all. Thank you.

Ristu Izana binti Kamaludin

June 23, 2014
Faculty of Business Management
University Teknologi MARA

TABLE OF CONTENTS

	Page
LIST OF TABLES	i
 CHAPTER 1	
INTRODUCTION.....	1
Background of the study.....	1
Statement of the Problem.....	3
Research Objectives.....	5
Research Questions.....	5
Significant of the Study.....	6
Limitations of the Study.....	7
Definition of Terms.....	8
 CHAPTER 2	
LITERATURE REVIEW.....	10
Introduction.....	10
Independent Variable.....	11
Dependent Variable.....	13
Conceptual Framework.....	15
 CHAPTER 3	
METHODOLOGY.....	16
Research Design.....	16
Correlation Research.....	17
Sampling Frame.....	17
Population.....	18
Sampling Technique.....	18
Sample Size.....	19
Unit of Analysis.....	19
Data Collection Procedures.....	19
Questionnaire.....	19
Instrument.....	20
Validity of Instrument.....	21
Data Analysis.....	21
Plan of Data Analysis.....	22
 CHAPTER 4	
FINDINGS.....	23
Profile of Respondents.....	23
 CHAPTER 5	
CONCLUSION AND RECOMMENDATIONS.....	30
Conclusion.....	30
Recommendation.....	32
REFERENCES	
APPENDICES	