



**EFFECTIVE COMMUNICATION STRATEGIES FOR MAYBANK SUBSIDIARIES
TOWARDS ORGANIZATIONAL PERFORMANCE OF FINANCIAL
INSTITUTIONAL GROUP DEPARTMENT, MENARA MAYBANK, KUALA
LUMPUR**

KHAIRUL FIKRY BIN SAADON

2014356499

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA KAMPUS BANDARAYA**

JANUARY 2018

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**Submitted in Partial Fulfilment of the Requirement
for the Bachelor of Business Administration with Honors
(International Business)**

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JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
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"DECLARATION OF ORIGINAL WORK"**

I, Khairul Fikry bin Saadon, (I/C Number: 950921-01-7405)

Hereby, declare that:

- This work has 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 project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 17th January 2018

Khairul Fikry bin Saadon

LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration (Hons.) International Business
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 672)

Attached is the project paper title “**Effective Communication Strategies for Maybank Subsidiaries Towards Organizational Performance of Financial Institutional Group Department, Menara Maybank, Kuala Lumpur**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Khairul Fikry bin Saadon
2014356499

ABSTRACT

Disagreement often occurred between subsidiaries and headquarters that lead to disorganized system and tasks. Communication channels between subsidiaries and headquarters of institution is unclear and subsidiaries are getting disconnect each and every day. Thus, the purpose of this research is to study the contributions of effective communication strategies within international subsidiaries towards organizational performance of Financial Institutional Group, Menara Maybank, Kuala Lumpur. A survey of organizational performance was conducted at Financial Institutional Group, Menara Maybank, Kuala Lumpur to determine the influence of the underpinnings relationship between one-way communication, interactional communication and transactional communication towards organizational performance in Financial Institutional Group, Menara Maybank, Kuala Lumpur. 71 data were collected using convenience sampling method. Researcher has used the SPSS 20.0 software, “Statistical Process for Social Science” to analyze and interpret data from questionnaires. The findings show that only variable one-way communication is significant in influencing organizational performance, interactional communication and transactional communication are not significant in determining organizational performance. This research was meant to enhance the relationship between employees in different subsidiaries and the headquarters management so that common ground is a lot easier to achieve which could lead to a better performance of the institution. Therefore, Financial Institutional Group of Menara Maybank, Kuala Lumpur should consider these variables to improve its performance.