



**MEASURING EFFECTIVE COMMUNICATION AS A TOOL
FOR ACHIEVING ORGANIZATIONAL OBJECTIVE IN
PEJABAT SETIAUSAHA KERAJAAN NEGERI SEMBILAN**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOUR (HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
BANDARAYA MELAKA**

JULY 2018

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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours
(Human Resource Management)

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MELAKA**

July 2018

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Nuralifah Ilyana Binti Hamdan, (I/C Number : 951105-14-5550)

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: _____

LETTER OF SUBMISSION

JULY 2018

The Head Program
Bachelor of Business Administration (Hons) Human Resource Management
Faculty of Business Management
Universiti Teknologi MARA
75300 Melaka

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Measuring Effective Communication as a Tool for Achieving Organizational Objective in Pejabat Setiausaha Kerajaan Negeri Sembilan” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely,

NURALIFAH ILYANA BINTI HAMDAN

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BBA (HONS) HUMAN RESOURCE MANAGEMENT

ABSTRACT

Communication is the process of changing the information between individual by using a symbols, signs or behaviour. It is referring to the process of information being transmitted and understood between two or more people. In business and industry, communication helps to align employees to work with each other and achieve the objective of the organization. Without workplace communication, nothing can be done. So, the purpose of this research is measuring the effective communication as a tool for achieving organizational objective in Pejabat Setiausaha Kerajaan Negeri Sembilan. This research determines which factors of effective communication that influence organizational objective. 127 respondents were involved in this study. By using multiple regression analysis, all variables are proven to have positive relationship with organizational objective. The three positively significant variables are communication climate, supervisor communication and subordinate communication. Based on the analysed results, the research discusses the implications of the results and suggest a few recommendations for future research.

Key words: effective communication, organizational objective, organization