



**BARRIERS EFFECTIVE COMMUNICATION IMPACT TO PRODUCTIVITY OF EMPLOYEE
IN HOTEL SERI MALAYSIA KEPALA BATAS**

**NUR FAZLIANA BINTI AZHAR
2013734499**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KEDAH**

DECEMBER 2015

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KEDAH

I, NUR FAZLIANA BINTI AZHAR (921010-02-5612)

Hereby, declare that;

- This work has not previously been accepted in substance for any degree 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: 30/12/2015

TABLE OF CONTENTS

| | |
|---------------------------------------|-----------|
| Declaration of Original Work | i |
| Letter of Submission | ii |
| Acknowledgement | iv |
| Table of Content | v |
| List of Tables | ix |
| Abstract | x |
| 1.0 Introduction | |
| 1.1. Background of Case Study | 1 |
| 1.2. Background of Company | 1 |
| 1.3 Problem Statement | 3 |
| 1.4 Definition of Term | 6 |
| 1.5 Research Question | 7 |
| 1.6 Research Objective | 7 |
| 1.7 Scope and Limitation of the Study | 7 |
| 1.8 Significance of the Study | 8 |
| 1.9 Organization of Study | 8 |

| | |
|---|-----------|
| 2.0 Introduction | 9 |
| 2.1. Definition of Communication | 9 |
| 2.2 Literature Review | 10 |
| 2.2.1 The Impact of Communication | 10 |
| 2.2.2 The Different Status and Job Position | 12 |
| 2.2.3 Information Overload | 14 |
| 2.2.4 Intermediaries | 15 |
| 2.3 Theoretical Framework | 16 |
| 2.4 Hypothesis | 18 |
| 3.0 Research Methodology | 20 |
| 3.1. Research Framework | 20 |
| 3.2. Purpose of Study | 20 |
| 3.3 Operational Design | 20 |
| 3.4 Data Collection Method | 21 |
| 3.4.1 Primary Data | 21 |
| 3.4.2 Secondary Data | 21 |
| 3.5 Sampling | 22 |

ABSTRACT

This study aimed at identifying barriers in organizational communication impact on worker productivity at Hotel Seri Malaysia, Kepala Batas. Through this study, the impact of communication barriers within the organization can be detected among the different status and job position, information overload and intermediaries used in receiving and giving instructions or information, communication barriers can be identified. A total of 52 respondents from 20 respondents were male and 32 female respondents were chosen randomly at the Hotel Seri Malaysia, Kepala Batas. The data were analyzed by SPSS 20.0. Questionnaires were used to collect data. The results showed that the difference in status and job position getting the highest results of which 0365%. Follow by 0.344% for information overload and 0.321% for intermediaries. Overall, communication is practiced in many organizations provide a barrier to communication. As a support, the more research needs to be conducted on the impact of communication barriers on Productivity of workers because it will affect their performance.

Keywords: communication barriers within the organization, status and job position, information overload, intermediaries