

UNIVERSITI TEKNOLOGI MARA

**ENHANCING INTERPERSONAL COMMUNICATION
THROUGH CULTURAL VALUES AT KUCHING
WATER BOARD**

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Dissertation submitted in fulfilment
of the requirements for the degree of
**Executive Master in Administrative Science
(EMAS)**

Faculty of Administrative Science and Policy Studies

DECEMBER 2019

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Communication is the heart of organization which acts as the medium that connect all the employees in the organization. The communication between employees in an organization can be influenced by culture as practices that accepted by its member shaped by the culture. It is appropriate to conduct this study to seek for better understanding on how interpersonal communication can be enhanced through cultural values. This study examines the cultural values impact on interpersonal communication among 190 employees of Kuching Water Board. The instrument used to measure cultural values dimension is adapted from Hofstede (1991). The instrument consists of 3 dimensions collectivism, respect and harmony. Interpersonal communication is measure using an instrument developed by Abdullah and Lim (2001). This study will use a questionnaire to collect the data will be analyze using descriptive and inferential descriptive. This study will provide insight on the relationship between cultural values and interpersonal communication among employees at Kuching Water Board. The finding of this study could help the management of Kuching Water Board to determine which cultural values should be nurtured actively and practiced as part of organizational culture.

Keywords: Interpersonal Communication, Cultural Values, Kuching Water Board

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter discussed on the background of the study, problem statement, research objective, research question, scope of study, significant of study, and definition of term and concept of study

1.2 Background of the Study

One of the objectives of Kuching Water Board is to provide efficient, effective, courteous, caring and speedy services to their clients and consumers. Training is a part of a way of the management in achieving the objective, but it cannot be denied that communication within the organization and among the employee also one of the important factors that affect the achievement of desired goal by the organization. Communication is the glue which often unites a society. The ability to interact allows people to form social relationships and maintain them. And the quality of these relationships depends on how the parties interact (Brennan,1974). Communication is the phase of exchanging ideas, messages and information in a specific time and place wit the others. Communication involves speaking and writing, body language, visual interaction and digital communication. Communication is a quintessential section of private life and is also essential in education, business, and any different situations the place humans come across each other (Encarta, 1998).

Therefore, it will be very helpful to understand how Malaysians communicate with each other at workplace or their organization. It can provide a better understand on certain behavior display in the organization. The manifestation of culture can be seen clearly through people practices, hence such behavior can be observed by people. Hofstede and Hofstede (2005), described cultural exhibition by defining cultural values as a fundamental element in the development and maintenance of particular culture. The manifestation of cultural value as practices can be observed through the interaction between members of group. Organizational culture also tends to be shaped to certain