

**UNIVERSITI TEKNOLOGI MARA**

**EFFECTIVENESS OF COMMUNICATION  
TOWARD TEAM SUCCESS AMONG  
UiTM NEGERI SEMBILAN ATHLETES**

**AHMAD BAIHAQI BIN MUHAMAT  
2013547405**

Research project submitted in partial fulfillment of the  
requirements for the degree of Bachelor of  
Sports Management (Hons)

**Faculty Sports Science and Recreation**

January 2016

**DECLARATION OF ORIGINAL WORK**  
**BACHELOR OF SPORTS MANAGEMENT (Hons.)**  
**FACULTY OF SPORTS SCIENCE AND RECREATION**

I am, Ahmad Baihaqi Bin Muhamat, 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 research project was the best result of my independent work and investigation, except where otherwise stated, I absolved Universiti Teknologi Mara and its Faculty of Sports Science and Recreation from any blame as a result of my work.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Name of Student : Ahmad Baihaqi Bin Muhamat  
Uitm ID : 2013547405  
Programme : Bachelor of Sports Management (Hons.)  
Faculty : Faculty of Sports Science and Recreation  
Thesis Title : Effectiveness of Communication Toward Team Success Among  
UiTM Negeri Sembilan Athletes  
Signature : \_\_\_\_\_  
Date : 8 January 2016

## ABSTRACT

This study was to identify the effectiveness of communication toward team success among UiTM Negeri Sembilan athletes. A survey using questionnaire approach to 197 of UiTM Negeri Sembilan athletes was used. The respondents were chosen using the simple random sampling (systematic sampling). The instrument used consists of two sections of questionnaires which consisted of demographic profiles and factors that influence communication effectiveness towards team success. This research addressed three main purposes, which are: (1) to identify demographic profile among UiTM Negeri Sembilan athletes; (2) to examine the factors of effective communication toward team success among UiTM Negeri Sembilan athletes; and (3) to examine the differences factors that influences communication effectiveness towards team success among UiTM Negeri Sembilan athletes in term of gender. This study utilized descriptive analysis and independent sample t-test analysis. This study also found that demographic variables of: (1) gender; (2) age; (3) education level; (4) semester and (5) types of sports. The study also highlighted three factors in effectiveness communication are: (1) acceptance; (2) distinctiveness; and (3) positive conflict.

## TABLE OF CONTENT

	<b>Page</b>
AUTHOR’S DECLARATION	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
LIST OF CONTENT	v
LIST OF FIGURE	viii
LIST OF TABLE	ix
LIST OF ABBREVIATIONS	x
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background of the Study	1
1.2 Statement of the Problem	2
1.3 Significant of the Study	3
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Delimitations	6
1.7 Limitations	7
1.8 Definition of Terms	7
1.8.1 Communication	7
1.8.2 Effectiveness Communication	7
1.9 Conclusion	7
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Introduction	8
2.2 Communication	9
2.3 Effectiveness Communication	11

2.4	Team Success	12
2.5	Factors of Effectiveness Communication	12
2.5.1	Acceptance	13
2.5.2	Distinctiveness	13
2.5.3	Positive Conflict	14
2.6	Previous Study	15
2.6.1	Understanding the Differences between how Women and Men communicate	15
2.6.2	Communication skills training for interactive sports	15
2.6.3	Gender and status pattern in social touch	16
2.6.4	Exploring effectiveness of team communication	17
2.6.5	Communication satisfaction, organizational citizenship behavior and the relationship to student achievement in high school	17
2.7	Conceptual Framework	19
2.8	Conclusion	20

### **CHAPTER THREE: METHODOLOGY**

3.1	Introduction	21
3.2	Research Design	21
3.2.1	Quantitative Method	21
3.3	Population and Sample	22
3.4	Instrumentation	23
3.5	Pilot Study	24
3.6	Score	24
3.7	Data Collection Procedure	25
3.8	Data Analysis	26