

**THE EFFECTIVENESS OF COMMUNICATION SKILLS TO
JOB PERFORMANCE AT MAJLIS DAERAH YAN KEDAH
DARUL AMAN**

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ABSTRACT

The effectiveness of communication skills is important to the workers in the organization to improve their job performance in order to perform the duties at the workplace. In this research, the researcher has three objectives to achieve. The first objective is to identify the effectiveness of communication skills to job performance. The second objective is to investigate the factors of effectiveness communication skills to job performances. Lastly, to find out the solution of the problem to the workers and organization. This study was conducted to investigate how communication skills can affect the job performance among workers at Majlis Daerah Yan Kedah. In addition, the methods that the researcher had used are frequency analysis, normality test, descriptive statistic, and correlation. In this study, the researcher used the questionnaire to collect the primary data from the respondents. The researcher distributed 50 questionnaires to the respondents, but the questionnaires that were received was 30 questionnaires. This study used Statistical Package of Social Science (SPSS) application to analyze the data and to obtain the result.

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CHAPTER 1

INTRODUCTION

1.0 Background of the Study

Communication can be defined as the activity of conveying information through the exchange of messages or information by speech, visuals, signals, writing and behavior. Communication is the process of transmitting the meaning from one person to another person, for both verbally or non-verbally (Barrett, 2006). Communication skills cannot be avoided. Therefore, employees need to have good communication skills no matter what position that they hold in the workplace because it is very important for all employees. Apart from that, communication skills are also important for supervisors that want to improve the department operations and also the job performance of the employees that are under them. However, when the organization have lack of effectiveness in communication skills, it may lead to misunderstanding, lack of data or information, decrease in an employee's performance and also increase in the company's turnover.