



THE EFFECTIVENESS OF COMMUNICATION SKILLS TO  
JOB PERFORMANCE AT TENAGA NASIONAL BERHAD  
(TNB) JITRA, KEDAH DARUL AMAN

Prepared for:  
PUAN ROHANA HJ EHSAN

Prepared by:  
AINNATUL NADIA CHE ISA  
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (Hons.)

UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF BUSINESS MANAGEMENT

JULY 2013

## **ABSTRACT**

The purpose of this study is to determine The Effectiveness of Communication Skills to Job Performance at Tenaga Nasional Berhad (TNB) Jitra, Kedah Darul Aman. The questionnaires are distributed in two departments which are Administration/Customer Service and the other department is Finance, Credit Control and Record. This research involved 40 respondents that 30 respondents from Administration/Customer Service department while 10 respondents are from the Finance, Credit Control and Record department.

The survey measured demographic profile, the effect of communication skills and the level of job performance. There are three factors of effective communication skills to job performance which are organizational culture, management style and social relationship. Then, the researcher found that the most effective communication skills is organizational culture. Organizational culture is the factors of communication skills that employees at the organization agreed to enhance their job performance.

Furthermore, based on the result shown, the ways employees improve their communication skills are participating the communication skills training and join in the organizing activities.

## **ACKNOWLEDGEMENT**

Praise to Allah S.W.T, the Most Gracious and Most Merciful Lord for His blessing for me to finish my research. First and foremost, I would like to extend my thanks to my lecturer, Dr. Hajah Ramnah Haji Thani and also to my supervisor, Puan Rohana Haji Ehsan for their patience in guiding me in the process of the making the research of "The Effectiveness of Communication Skills To Job Performance at Tenaga Nasional Berhad (TNB) Jitra, Kedah". Next, I would like to thanks and really appreciate my colleagues in developing the research and people who willingly helped me out with their abilities. Lastly, I would like to express my gratitude towards my parents for their encouragement for me in the completion of this research.

Ainnatul Nadia Che Isa

2010430452

July 2013  
Faculty of Business Management  
Universiti Teknologi MARA

**TABLE OF CONTENTS**

	Page
DECLARATION OF ORIGINAL WORK	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF FIGURE	ix
CHAPTER 1	
INTRODUCTION.....	1
Background of the Study .....	1
Statement of the Problem .....	2
Research Objectives.....	2
Research Questions .....	3
Significance of the Study .....	3
Limitations of the Study .....	4
Definition of Terms .....	4

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Communication can be defined as an activity involving the exchange of information through speech, visuals, signals, writing and behavior intended to convey information and it also occurs between two or more persons, 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 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.