



THE EFFECTIVENESS OF COMMUNICATION SKILLS TO JOB
PERFORMANCE AT TENAGA NASIONAL BERHAD JITRA,
KEDAH

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ABSTRACT

The purpose of this study was to investigate the effectiveness of communication towards job performance of Tenaga Nasional Berhad Jitra, Kedah. The questionnaires were distributed randomly at all departments of this organization such as Fault Finder, Customer Service, Financial & Credit Control and Operating Maintenance.

The survey consists of the demographic profiles, the effectiveness of communications skills, and the level of job performance. The results showed that lack of focus in the classroom was the biggest barrier in the learning process.

Based on the finding, the researcher found that the management style is the most factor that influence the communication skills towards job performance. Apart from that, the other factors which are organizational culture and social relationships.

The result that obtained by the researcher from this survey is, the staffs at this organization can interact with different cultural background, have good relationship among co-workers and also the majority of them use the technology such as email to communicate among them.

On top of that, the researcher also obtained the result on how to improve the communication skills of the staffs by the suggestion by the researcher. From the suggestions, the majority of the staffs would like to participate in the organizational activities in order to improve their communication and also job performance.

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CHAPTER 1

INTRODUCTION

1.0 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 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.