

THE RELATIONSHIP BETWEEN THE LEVELS OF
COMMUNICATION SATISFACTION AND JOB SATISFACTION
AMONG SARAWAK ECONOMIC DEVELOPMENT
CORPORATION (SEDC) EMPLOYEES IN KUCHING, SARAWAK

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ABSTRACT

In this challenging working environment in Malaysia, all the employees are needed to adapt themselves in the changes of policies, to increase their standard and to be knowledgeable in order to improve their performance. In addition, in order for the employees to be able to adapt themselves, communication is the key factor for organizational effectiveness. Communication among the employees in the workplace does affect the image of the organization. Therefore, communication satisfaction becomes a very important factor to the employee in their workplace. This study aims to examine the relationship between the levels of communication satisfaction and job satisfaction by analysing the various dimensions of communication satisfaction. Quantitative method has been used to investigate the relationship between the levels of communication and job satisfaction by analysing the three dimensions namely Media Quality Dimension, Horizontal and Informal Communication Dimensions and Organizational Perspectives Dimension that contribute to the communication satisfaction for SEDC employees. The findings of this study show that the employees are aware of that face-to-face communication is crucial in the perspective of Media Quality Dimension, especially when facing the challenges or conflicts between others. According to them, when the goals of the organization are shared and explained among each other through proper communication, it helps the employees to survive and continuously sustain their job performance. In addition, the employees agreed that levels of communication satisfaction can increase their job satisfaction in the organization and the most importantly is to ensure organization be successful in the future as well.

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CHAPTER 1

INTRODUCTION

This chapter will provide the introduction of this study which includes sections such as background of the study, statement of problem, research objectives and research questions. Besides, this chapter is discussed on the significance of the study and the definition of terms.

Background of the Study

In today's work environment, job satisfaction has become a very crucial outcome to determine employee's job efficiency. Employees must enhance their skills and knowledge from beginning in order for them to be a competitive and knowledgeable worker. Furthermore, this will eventually increase their performance in or outside of the organization as well as to excel in doing their work. According to Keyton (2011), communication satisfaction is a global communication dimension, which was influenced by different variables. Besides, job satisfaction is an enjoyable or a positive emotional expression that will results from the employee's or job experience (Gratto, 2001).

In this challenging and tough environment nowadays, many sectors have to compete and exploit to improve their performance in order to lead the country's productivity growth and successfulness. In the meantime, measurement of