



**THE EFFECTIVENESS OF ELECTRONIC MAIL  
AS BUSINESS COMMUNICATION TOOL TO FACILITATE  
WORKFLOW AMONG STAFF. A CASE STUDY AT RHB  
BANK BERHAD, REGIONAL OFFICE – JALAN KULAS**

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**APRIL 2006**

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## **ABSTRACT**

The important of communication had brought researcher to do this research on communication through electronic mail. The main issue of this study is to know the effectiveness of electronic mail as business communication tool to facilitate workflow among staff at RHB Bank, Regional Office – Jalan Kulas.

Basically this study was divided into 5 chapters, which consist of chapter 1 which explain on the background, objectives, research questions, scope of the study, limitation and significant of the study.

In Chapter 2, researcher provides a literature review which was done by previous researchers that were related to the topic under study.

Chapter 3, focuses on the research methodology which consist of research design researcher used to do this research.

Chapter 4, focuses on the findings and interpretation of data. All the data collected from the questionnaire will be analyzed and discussed in this chapter.

Lastly is chapter 5 which consist of conclusion and recommendation. From the findings researcher will do some conclusion and recommendation.

Overall this research found out that, electronic mail is effective as business communication to facilitate staff workflow of RHB Bank, Regional Office – Jalan Kulas.

## 1.1 Background of the study

RHB Bank is one of the major banks in Malaysia and offers a comprehensive range of financial products from retail, commercial and corporate banking to Islamic products and services, and also electronic banking. RHB Bank was established in 1997, after the merger of Kwong Yik Berhad and DCB Bank. RHB Bank Berhad Head office is located at RHB complex Bangi, Shah Alam. It is a 6 storey building to accommodate various departments such as Human Resources, Information Technology, Trade Services, Corporate, Commercial, Consumer and many others. Apart from that RHB Bank Berhad also having its regional offices at Sabah and Sarawak which is mostly handle businesses at East Malaysia region. Currently, RHB operate over 200 branches all over the Malaysia and one each at Brunei and Labuan Off-shore.

Coordination between the Head office, branches and regional offices are very important to ensure the banking business run smoothly apart from expanding their banking business. One of the most important ways to do the coordination is by using an effective communication tools. Communication is very important but it does not mean that the bank needs to use sophisticated communication tool. It is enough if the communication tools can effectively running the bank operation smoothly and efficiently which can bring profit to the bank

There are many ways of communication. Telephone call, memorandum, meeting and faxing are most popular ways of communication since long time ago until today. For RHB, all of that style of communication plays its own important role as communication tools between staffs, head office, branches, regional office and also with the customers.

## 2.0 Introduction

This chapter contains the literature related to communication through e-mail such as the importance of communication, the emerging of computer mediated communication – Electronic Mail, the advantages of Electronic Mail and Electronic Mail and its appropriate usage related to effectiveness of e-mail.

## 2.1 The important of communication

According to John Burnet & Sandra Moriarty (1997)<sup>1</sup> Communication is “a process in which two or more persons to consciously or unconsciously influence each other through the use of symbols.” Meanwhile for Terence A. Shimp(1989)<sup>2</sup> communication is “process whereby commonness of thought is established and meaning is shared between individuals or between organizations and individuals.”

No matter how people think about communication, one thing that cannot be deny, we cannot deny the important of communication. According to Christopher Lovelock & Jochen Wirtz (2004)<sup>3</sup> Communication is the most visible or audible – some would say intrusive marketing activities, but its value is limited unless it is used intelligently. Therefore no matter what communication RHB staff used, it does not bring any change if it is not wisely used.

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<sup>1</sup> John Burnet & Sandra Moriarty, (1997). Introduction to Marketing communication: An Integrated Approach, New Jersey, Prentice-Hall.

<sup>2</sup> Terence A. Shimp (1989). Promotion Management and Marketing Communications. (2<sup>nd</sup> ed) The Dryden Press.

<sup>3</sup> Christopher Lovelock & Jochen Wirtz, (2004), Services Marketing : People, Technology, Strategy, (5<sup>th</sup> edition), New Jersey, Prentice Hall.