



**A STUDY ON THE EFFECT OF COMMUNICATION SKILL AT PRECISION
CONTROL SDN BHD**

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ABSTRACT

In today's world, communication is an important component of company activity. Communication is the human activities that connects people together and create relationship (Duncan & Moriaty, 1998). Because of the global world has become widespread, most of the company need to meet their needs with a lower resource moral through communication. This study is to identify whether there are a significant relationship between communication and employee's job satisfaction, attitude and productivity in Precision Control Sdn Bhd. Data for this study were collected through questionnaire with sample of respondents. The result of this study will reveals that a relationship can exists between effective communication skills and employee's job satisfaction, productivity and attitude. Communication can covers all activities that the management does to enhance workers performance. So this study recommended that managers will need to communicate with employees regularly to improve employee's attitude, productivity and job satisfaction.

KEYWORDS: Communication skills, productivity, job satisfaction, attitude

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter focused on the effectiveness of communication towards employee's attitude, happiness, and job satisfaction. It covers 10 sections which are the background of the study, background of the company, problem statement, research objectives, research questions, hypotheses of the study, significance of the study, scope of the study, limitation of the study, and definition of terms.

1.1 BACKGROUND OF THE STUDY

Communication skill is an important ability that everyone must ace in life because it is how we give and receive information also how we can convey our ideas and opinions with those around us. Communication can happen in many ways which is in verbal (sounds, language, and tone of voice), aural (listening and hearing), non-verbal (facial expressions, body language, and posture), written (journals, emails, blogs, and text messages) and visual (signs, symbols, and pictures). It is very important to develop a variety of skills to communicate with others and to learn how to interpret the information that received from others. This is because, knowing our audience and understanding how they need to receive information is equally important as knowing ourselves.

The need for thoughtful, effective communication skill in the workplace is very important. According to Magnus (2009), successful of the organization is basically depends on employee's communication ability and skill. Usually employee will interact with consumers, peers and management on a daily basis and this makes communication skill is necessary for every employee in the organization. It will make sure that daily operation run smoothly and efficiently