

THE LEADER'S COMMUNICATION STYLE AND ITS
EFFECT ON STAFF MORALE AND JOB SATISFACTION
IN UiTM JENGA, PAHANG.

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2014

ABSTRACT

The purpose of this research is to identify the relationship between style of communication with morale and job satisfaction. This research also aims to determine the level of relationship between the perceived communication style of the leader on staff morale and job satisfaction. 35 questionnaires were distributed to staffs in UiTM Jengka, Pahang. The entire questionnaire gets returned back. Element of communication style involved in this research includes work friendly, animated, attentive, and communicator image. Statistical Package for Social Science (SPSS) version 20.0 was used to analyze the data. . Leader's communication style gained can increase staff's morale and job satisfaction to the company. The significant and positive correlation between communication style and morale, and job satisfaction indicated the research consistently identifies morale as a behavior that can be improved with appropriate leadership behaviors. The hypotheses were accepted as the significant and positive relationship existed between leader's communication style and staffs morale and job satisfaction in UiTM Jengka, Pahang. Last but not least, there are few recommendations from these finding in enhance leader's communication style and morale and job satisfaction of staffs.

ACKNOWLEDGEMENT



Praise to Allah SWT for bestowing me His Blessings and granting me the convenience throughout the journey of completing this research within the given period of time. I have dedicated this research towards the recognition of spirituality and religion that have been the core fundamentals of my life.

I would like to express my highest gratitude to my honorable advisor, Madam Hamidah Binti Mohd Shah for providing me with valuable guidance and knowledge in conducting this academic project. My warmest gratitude as well as to the line of academicians and lecturers of UiTM Jengka, Pahang, who were involved in making this academic project possible. My special thanks also to those who have participated in helping me finishing this academic project.

Last but not least, heartfelt appreciation to my beloved family members especially my mother, for her understanding and sacrifice in supporting my effort of completing the entire bachelor program as well as to my dedicated colleagues and close friends who have become my dearest families in sharing experience, challenges, laughter and sorrow. May Allah bless all of us.

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July 11, 2014
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