

A Study on Effective Communication towards Employee Performance at Ladang Mados Mersing

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Abstract

Effective communication is a process where communication must be delivered successfully and achieving the same goals. Without effective communication, we tend to pass along wrong information and did not make it to deliver the right and valuable message. The objectives of this study are to examine the relationship between factors of effective communication and employee performance and to examine the most dominant factor of effective communication towards employee performance. This study was conducted at Ladang Mados Mersing and the sample calculated is 100. Close structure questionnaires were used for data collection. Data analysis used for this study was descriptive, correlation and multiple regression interpret by Statistical Package for Social Science (SPSS). The result from the correlation coefficient analysis shows that all the independent factors (completeness, consideration, courtesy, and clarity) have a significant relationship with employee performance. The result from regression analysis shows that consideration is the most significant factor that contributes to employee performance with a value of (beta=0.456). As for the recommendation, in order to improve employee performance, the efforts in socializing with the employee during the communication process must be done so that the employee can value the organization and clearly understand organizational structure and goals.

Keywords: Effective Communication, Completeness, Consideration, Clarity, Employee Performance.

Introduction

Effective communication must be delivered successfully and achieving the same mission and goals. Whether the communication is intentionally or unintentionally, when both parties satisfied with the message, then it can be an effective communication (Florence, 2015). When there is miscommunication between employees, productivity in the workplace will decrease together with morale and employees tend to be stress out along by requesting a sick day (Conrad, 2014). Bad communication is one of the sources of the work problem that are hard to solve for many. Without effective communication, we tend to pass along wrong

information and did not make it to deliver the right and valuable message (Conrad, 2014). It is our expectation that horticulture efficiency could be improved in the nation if farmers are effectively occupied with the communication of agriculture advancement (Moyo & Salawu, 2018). According to Moyo & Salawu (2018) stated that communication is required to help, as opposed to lead programs, therefore being given a backup job. Thus, communication is expected to meet automatic objectives and use approaches that fit existing originations among specialized staff. Adding to it, Moyo & Salawu (2018) stating that communication is a method for development.

Most plantation sector in Malaysia hired foreign workers that are come from different nationalities. The problem arises when most of them taking their time to understand our language. Some managers assuming that they already delivered an adequate amount of information to their employees only through schedule without a proper explanation. There is a lack of studies regarding these issues in the plantation sector. Thus, this study aims to examine the relationship between the factor of effective communication and employee performance and to examine the most dominant factor of effective communication towards employee performance.

Materials and Methods

The location of the survey study was conducted at Ladang Mados Mersing. In this study, the population of this study is referred to the general worker. The estimation of the example size was dictated by utilizing Raosoft software. For this study, sample size of the respondent is 100.

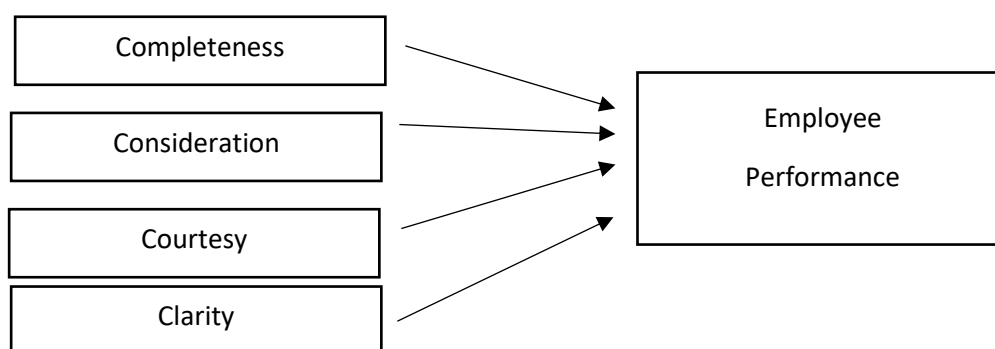


Figure 1: Conceptual framework

H1: There is a significant relationship between completeness towards employee performance.

H2: There is a significant relationship between consideration towards employee performance.

H3: There is a significant relationship between courtesy towards employee performance.

H4: There is a significant relationship between clarity towards employee performance.

A pilot test is used to know whether the questionnaires are reliable for the survey. The demographic of the respondent, factor of effective communication in the questionnaire was answer by the respondent and has been analyzed by using Statistical Package for Social Science (SPSS). The result will present in form of frequency and descriptive statistics. This study uses close structure questionnaires for data collection. The sample design is random and the data analysis use for this study are, descriptive, correlation and multiple regression.

Results and Discussion

In the demographic analysis, it was found that from 100 respondents, 98% or 98 respondents are male, and 2% or 2 respondents are female. Studied also showed that the highest population of the respondent age is between 21-30 years old which is 55 respondents or 55%. In terms of respondent nationality, the study showed that most respondents are from Indonesia with a frequency of 84 workers. For the job scope of respondents, data show mostly in 78% of the worker do harvesting in the field. Lastly, the result also showed that the working period of respondents. It shows that 100 workers working for less than 10 years.

Table 1

Correlation between factors of effective communication with employee performance

	Pearson Correlation	Employee performance
Sig. (2-tailed) N= 100	Completeness	0.299
	Consideration	0.645
	Courtesy	0.467
	Clarity	0.546
** Correlation is significant at the 0.01 level (2-tailed)		

From the table above, the result shows the correlation between completeness as an independent variable while employee performance as a dependent variable with 0.299. The table interprets a weak positive relationship between completeness in effective communication and employee performance. P-value in this correlation is significant since that value is not more than 0.05. Hypothesis for this study accept H1, stating that there is a significant relationship between completeness towards employee performance. This study parallel with prior studies (Florence, 2015) which stated that, an organization reputation is built up and improved through communication completeness.

The results show a correlation between consideration as an independent variable while employee performance as a dependent variable with 0.645. The table interprets a strong relationship between the consideration in effective communication and employee performance. P-value in this correlation is significant since that value is 0.000 which is lower than 0.005. The hypothesis for this study accepts H1, stating that there is a significant relationship between consideration towards employee performance. This study is related to prior studies (Adu-oppong & Agyin-Birikorang, 2014) which stated that the sender should not touch any emotions or feelings of the receiver and respect the audience in encoding the message or information.

From the table above, the result shows the correlation between courtesy as an independent variable while employee performance as a dependent variable with 0.467. The table interprets a moderate positive relationship between courtesy in effective communication and employee performance. P-value in this correlation is significant since that value is 0.000 which is lower than 0.005 and not higher than that value. The hypothesis for this study accepts H1, stating that there is a significant relationship between courtesy towards employee performance. This study is related to prior studies (Antony, 2013) stated that courtesy clearly shows what the senders feel and at the same time still respecting the receiver. The sender should control their emotions and cannot disguise their expression towards negativity, which will affect the receiver.

The correlation between clarity as an independent variable while employee performance as a dependent variable with 0.546. The table interprets moderate positive relationship between the clarity in effective communication and employee performance. P-value in this correlation is significant since that value is 0.000, which is lower than 0.005. Hypothesis for this study accepting the H1, there is a significant relationship between clarity towards employee performance. This study is related with prior studies (Bischof & Eppler, 2010), which stated that clarity of expression an essential job in a lot of contexts, as clarification is an important advance in articulation new ideas (knowledge creation), in passing one's bits of knowledge to other people.

Table 2

*Model summary of regression analysis***Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.527	.23088

Predictors: (Constant), MeanCLA, MeanCOM, MeanCON, MeanCOU

Table 3

The summary of the coefficient analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.915	.584		-1.568	.120
	MeanCOM	.176	.094	.139	1.877	.064
	MeanCON	.615	.109	.456	5.659	.000
	MeanCOU	.066	.107	.063	.617	.539
	MeanCLA	.313	.096	.330	3.274	.001

Dependent Variable: MeanEP

The table above shows the model summary of the multiple regression analysis between four independent variables and one dependent variable. The r-value is 0.739 which shows 73.9% of employee performance been explained by completeness, consideration, courtesy, and clarity, and other 26.1% explained by other factors that have no studies. From the result, we can identify and conclude that more than half of the percentage of completeness, consideration, courtesy, and clarity in communication give much impact on employee performance of general workers at Ladang Mados Mersing. The result from regression analysis shows that consideration is the most significant factor that contribute to the employee performance with value of (beta=0.456). This study is related to prior studies by (Florence, 2015), which stated that adequacy and accuracy of information is an important part of effective communication which influence efficiency, productivity, and output growth.

Conclusion

In view of the research discoveries, everything can be concluded that the factors of completeness, consideration, courtesy, and clarity in communication give more impact on employee's performance at Ladang Mados Mersing. Comparing to all of the factors, it seems that completeness in communication is one of the variables that is contribute to low consequences on employee performance of the general workers. But the company can consider completeness is one of the important factors in effective communication in order to improve employee performance, the efforts in socializing with the employee during the communication process must be done so that the employee can value the organizational and clearly understand about organizational structure. In addition, the employee can devote his or her thought and their ability more earnestly to carry out the tasks given by the company. This means the management needs to concern more about completeness in communication even though it does not give a higher impact on the employee performance at Ladang Mados Mersing. In particular, it analyzed the communication frameworks, estimated the performance of employees, and distinguished the most valuable channel of communication from the worker perspective, and recognized boundaries and breakdowns in the communication frameworks of the organization (Florence, 2015).

This study may help the company know the level of knowledge related to communication among employees and improve the effective communication aspect. It also will help company determine either the employee performance influence by completeness, consideration, courtesy, or clarity aspect. Other than that, the findings of this study can help the targeted parties or individuals to have a direct impact on achieving organizational objectives and goals and at the same time improve employer's skills in communication with employees. This research also can create initiatives from the government in conducting seminars or modules to improve and motivates employee-related communication skills. In addition, the future specialists can utilize this study as a kind of reference.

To be concluded, it stated that completeness, consideration, courtesy and clarity have significant relationship with employee performance. The result from regression analysis shows that consideration is the most significant factor that contribute to the employee performance with value of (beta=0.456).

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