



**BARRIERS TO EFFECTIVE COMMUNICATION
IN PETRONAS DAGANGAN BERHAD (PDB)**

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“DECLARATION OF ORIGINAL WORK”

I, Nur Khalisah Muhammed Zulfikri (IC: 970302146126)

Hereby, declare that:

- This work has not previously been accepted in any substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or others.
- This research paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been acknowledged.

Signature:

Date: 5 July 2019

Nur Khalisah Muhammed Zulfikri

LETTER OF SUBMISSION

Dr. Nurazree Bin Mahmud

Senior Lecturer, UiTM Cawangan Melaka

Kampus Bandaraya Melaka

110, Off Jalan Hang Tuah

75300 Melaka.

Dear Dr. Nurazree Mahmud,

SUBMISSION OF PROJECT PAPER (IBM672)

Enclosed here is the project paper entitled “**Barriers to Effective Communication in Petronas Dagangan Berhad (PDB)**” to fulfil the requirement as needed by the Faculty of Business Management. Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Nur Khalisah Muhammed Zulfikri

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ABSTRACT

Communication effectiveness has been one of important factors in daily life covering workplaces, relationships, and all sorts of human interaction. As a workplace or even learning centres, any organisation shall need to practise good and effective communication from within and out to achieve its goals. Many researchers have developed and shared various theories, models and frameworks with regards to this topic of interest due to its cruciality to be achieved and practised. However, communication is a very broad subject and is affected by many internal and external factors. The internal and external factors may both refers to communication barriers, which could be a stimulus, a situation or even an object that may hinder or prohibit any part of a communication process making it harder for messages to be encoded and decoded precisely by parties involved.

The purpose of this research is to investigate the factors influencing effective communication in an organisation. This research is a qualitative research that used questionnaires as the instrument for the collection of data. The data was collected and viable at 77% out of 69 respondents which was derived from the total population of 90 elements. Sample selection was based on a non-probability approach. The data collected was then evaluated by using Statistical Package for the Social Science (SPSS) through which numerous tests were converged such as reliability test, normality test, frequency distribution, descriptive analysis and multiple regression analysis. The results indicated that environmental barrier is more related to effective communication than language and culture.

KEYWORDS: *Effective Communication, Culture, Language, Environmental Barrier*

TABLE OF CONTENT

CONTENT	PAGE
TITLE PAGE	ii
DECLARATION OF ORIGINAL WORK	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
<i>ABSTRACT</i>	vi
TABLE OF CONTENT	vii - ix
CHAPTER 1: Introduction	
1.0 Introduction	1
1.1 Background of study	1 – 2
1.2 Problem Statement	2 – 4
1.3 Research Question	4 – 5
1.4 Research Objective	5
1.5 Scope of study	5 – 6
1.6 Significance of study	6 – 7
1.7 Limitation of study	7 – 8
1.8 Definition of Key Terms	9 – 10
CHAPTER 2: Literature Review	
2.0 Introduction	11
2.1 Effective Communication	11 – 13
2.2 Language	13 – 15
2.3 Culture	16 – 17
2.4 Environmental Barrier	17 – 19
2.5 Theoretical Framework	19 – 20