



# THE IMPACT OF COMMUNICATION ON PROJECT PERFORMANCE IN CONSTRUCTION INDUSTRY

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## ABSTRACT

The purpose of this study is to explore the contribution of communication method to the project performance that conducted in construction industry. Specifically, this study explore the communication methods that apply in construction industry in Kuantan area. Results are obtain from 80 respondents which are Grade 7 contractor registered under CIDB Malaysia in construction industry of Kuantan area. The approaches is analyzed using statistical analysis with the aid of using SPSS software. Respondents are generally consider face to face as the most important communication method. The most impact of communication method is mutual understanding between project team members and its stakeholders improve project success.

## INTRODUCTION

- Project failure in construction industry is always an issue which one of the contributing factor is communication.
- Communication method can lubricate the project process when using the method.
- The outcome of research aid the project manager on choosing the communication method and detect the impacts of effective communication methods.

## OBJECTIVES

- To identify communication method used in construction industry
- To determine the effective communication method in construction industry.

## METHODS

### Questionnaire Design

- Likert scale

### Distribution of questionnaire

- Print out questionnaire
- Email

### Preliminary analysis

- Reliability analysis (Cronbach's Alpha >0.7)

### Data analysis

- SPSS software (frequency, mean value)

## RESULTS

- The result for first analysis use highest mean value to determine the highest ranking in the type of communication
- The result for 2<sup>nd</sup> analysis use highest mean value to determine the most impact of effective communication method

Type of communication	Mean	Overall ranking
Face to face	1.8250	1
Telephone communication	2.3125	2
Official letter	2.9125	3
Emails	3.2250	4

Impact of communication	Mean	Overall ranking
Mutual understanding between project team members and its stakeholders improve project success	4.0750	1
Clarify the project information	3.9875	2
Avoid conflicts among project stakeholders	3.8250	3
Timeliness of deliverables	3.7750	4
Managing and controlling the changes	3.5500	5
Clarify the roles of stakeholders drawn in the project plan improve success in project deliveries	3.2125	6
Achieve coordinated work packages	3.0250	7
Enhance the trust in the relationship among stakeholders	2.8125	8
Emotional distractions	2.5125	9
Motivate the employees	2.1375	10

## CONCLUSIONS AND RECOMMENDATION

- face to face communication is the most high rated from the respondent as the communication method in construction industry.
- mutual understanding between project team members and its stakeholders improve project success is impact by effective communication method.
- further explore on the communication method that is used in a larger population and compare between the result