



ROLE OF COMMUNICATION IN PROJECT PLANNING & EXECUTION

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ABSTRACT

Role of communication in project planning and execution is investigated in this studies. Different type of form of communication are important for successful projects in event management. Starting from initiation, planning, execution and closing phase, effective communication is required. Also, project planning and project execution is associated.

INTRODUCTION

Scope: Event Management company located in Selangor

Population: 55

Total Sample: 48

OBJECTIVE/S

1. To explore the role of communication in project planning and execution.
2. To analyse the relationship between role of communication in project planning and project execution in event management.

METHODS

1. Questionnaire
Has 26 questions and is divided into 3 parts.
2. Secondary data: Google docs, Books and Journals
3. SPSS16 software

RESULTS

The results show the coefficient questionnaires are acceptable based on Cronbach's alpha test

The questionnaire is valid follow the Cronbach's statistic.

Table 1: Reliability Statistic

Cronbach's Alpha	N of items
0.786	26

Table 2 : Correlations

BB	Pearson Correlation	1	0.377**
	Sig. (2-tailed)		0.008
	N	48	48
CCDDCOM	Pearson Correlation	0.377**	1
	Sig. (2-tailed	0.008	
	N	48	48

Table 3 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.377	0.142	0.124	4.0430

No	Hypothesis	Analysis	Discussion	Result
1	H_0 : There is no association between communication and project planning and project execution. H_1 : There is association between communication and project planning and project execution.	correlations value ($r = 0.377$)	This show both the variable have association which is positive and statistically significant	H_0 is rejected and H_1 is accepted
2	H_0 : Communication has no impact on project planning and project execution H_1 : Communication has impact on project planning and project execution	Adjusted R square value (0. 124)	The regression analysis shows that both the variables have positive association.	H_0 is rejected and H_1 is accepted

CONCLUSIONS AND RECOMMENDATION

Conclusion: Role of communication in project phases is important for successful project. According to the correlation analysis, project planning and project execution are associated. Furthermore communication has impact on project through regression analysis. This study also have explore the role of communication and give some relationship of role communication during the project planning and project execution.

Recommendation: Other method and tools can be used to improve this research such as interviewing. Role of communication should be identified by project manager . Barriers of communication should be reduced and use of effective communication can improve communication during project phase.