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THE INFLUENCE OF COMMUNICATION STYLES OF DIVISION HEADS ON SUBORDINATES' ORGANIZATIONAL COMMITMENT: A CASE STUDY

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ABSTRACT

This study was conducted at the Public Health Institute (PHI) of the Ministry of Health in Kuala Lumpur to find out the communication styles of the Division Heads perceived by the subordinates, and their influence on the subordinates' organizational commitment. The survey method was used to collect the necessary information to answer the research questions. The questionnaires were distributed to 125 staff at the Public Health Institute but only 93 completed questionnaires were received. The information that was collected from the respondents was analyzed using percentages, mean, and Correlation Coefficient. The findings of the study show that all the ten communication styles of the Division Heads have positive relationship with the subordinates' level of organizational commitment. The communication styles, Leaves an Impression and Dramatic, have average positive relationship. Meanwhile, Dramatic, Friendly, Open, Expressive, Accurate, Likes to discuss and Relaxed styles have only weak positive relationship with the subordinates' organizational commitment. Overall, the subordinates in the Public Health Institute have almost similar perception about their Division Heads' communication styles.

ABSTRAK

Pengaruh Gaya Komunikasi Ketua-Ketua Bahagian Atas Komitmen Organisasi Anggota Bawahan : Satu Kajian Kes

Kajian ini bertujuan meninjau persepsi anggota bawahan terhadap gaya komunikasi Ketua Bahagian di Institut Kesihatan Umum di bawah Kementerian Kesihatan di Kuala lumpur dan pengaruhnya terhadap komitmen organisasi. Gaya komunikasi yang ditunjukkan oleh Ketua Bahagian ditumpukan kepada gaya kumunikasi 10 dimensi, iaitu Gaya Peramah, Gaya Meninggalkan kesan, Gaya Suka Berbincang, Gaya Memberi Perhatian, Gaya Ketepatan, Gaya Ekspresi, Gaya Dramatik, Gaya Terbuka, Gaya Dominan dan Gaya Relaks Borang soal-selidik telah diedarkan kepada 125 anggota di institut tesebut. Walaubagaimanapun, hanya 93 orang telah memberi maklumbalas di institusi ini. Data yang dikumpulkan telah di analisakan dengan menggunakan peratusan, min dan ujian korelasi. Dapatan kajian ini menunjukkan bahawa kesemua sepuluh gaya komunikasi Ketua Bahagian mempunyai hubungan positif dengan tahap komitmen anggota bawahan. Gaya-gaya Meninggalkan kesan dan Dominan mempunyai hubungan sederhana positif, manakala gaya-gaya Dramatik, Peramah, Terbuka, Ekspresi, Ketepatan, Suka berbincang daan Relaks mempunyai hubungan lemah dengan tahap komitmen anggota bawahan. Secara kesimpulan, kebanyakan responden di Institut Kesihatan Umum menunjukkan keselarian pandangan dan reaksi yang sama terhadap gaya komunikasi ketua-ketua bahagian.

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