

THE PROBLEM OF COMMUNICATION AMONG STAKEHODER IN  
CONSTRUCTION PROJECT

NORAMIRAH BINTI ABDUL RAHAMAN

Thesis submitted in fulfillment of the requirement for the award of the degree of  
Bachelor of Project Management with Honours

Faculty of Industrial Management  
UNIVERSITY MALAYSIA PAHANG

DECEMBER 2015

## **SUPERVISOR'S DECLARATION**

I hereby declare that I have checked this thesis and in my opinion, this thesis is adequate in terms of scope and quality for the award of the Bachelor of Project Management.

Signature:

Name of supervisor: Madam Ida Rizyani Binti Tahir

Date:

## STUDENT'S DECLARATION

I hereby declare that the work in this thesis is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature:

Name: NORAMIRAH BINTI ABDUL RAHAMAN

ID Number: PB12066

Date:

## TABLE OF CONTENTS

		<b>Page</b>
<b>SUPERVISOR’S DECLARATION</b>		ii
<b>STUDENT’S DECLARATION</b>		III
<b>ACKNOWLEDGEMENTS</b>		IV
<b>ABSTRACT</b>		V
<b>ABSTRAK</b>		VI
<b>TABLE OF CONTENTS</b>		VII
<b>LIST OF FIGURES</b>		xi
<b>CHAPTER</b>	<b>1</b>	<b>INTRODUCTION</b>
1.0	Introduction	1
1.1	Problem Background	1
1.2	Problem Statement	3
1.3	Research Objective	5
1.4	Research Question	5
1.5	Scope Of Study	5
1.6	Significant Of Study	6
1.7	Expected Result	6
1.8	Conclusion	7
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
2.0	Introduction	8
2.1	Construction Project	8
2.1.1	Background Of Construction Project	9
2.1.2	Stages Of Construction Project	9
2.2	Definition Communication	10
2.2.1	Function Communication	11

2.2.2	Communication Process	12
2.3	Communication Failure In The Organization	14
2.3.1	The Level Of Organizational Management	14
2.3.2	Types Of Communication In Construction Project	15
2.4	The Factors Of Communication Failure	16
2.5	Conclusion	18
 <b>CHAPTER 3      RESEARCH METHODOLOGY</b>		<b>19</b>
3.0	Introduction	19
3.1	Research Design	19
3.2	Population & Sampling	20
3.3	Data Collection	21
3.4	Design Of Questionnaire	22
3.5	Statistical Technique	23
3.6	Conclusion	24
 <b>CHAPTER 4      RESEARCH FINDING AND ANALYSIS</b>		
4.0	Introduction	25
4.1	Respondent's Profile	25
4.2	Reability Analysis	29
4.3	Communication Failure In Construction Project	30
4.3.1	Communication Failure Caused Of Instruction And Weak Presentation	31
4.3.2	Communication Failure Caused Of Too Much Information In One Time	32
4.3.3	Communication Failure Because Of Pronunciation Not Clear	33
4.4.4	Communication Factor Because Of Time	34
4.4.5	Comparison Between All Groups Ranking Of Communication Failure In Construction Project	35
4.4	Conclusion	36

**CHAPTER 5      CONCLUSION AND RECOMMENDATION**

5.0	Introduction	37
5.1	Limitation	37
5.2	Recommendation	38
5.3	Conclusion	39
	<b>REFERENCES</b>	40
	<b>APPENDICES</b>	42

**LIST OF TABLES**

<b>Table no.</b>	<b>Title</b>	<b>Pages</b>
3.1	Sample Size and Population	21
4.1	Respondent's Profile	26
4.2	Reliability Test	29
4.3	Rank and Mean of Communication Failure of Instruction and Weak Presentation	31
4.4	Rank and Mean of Communication Failure of Too Much Information	32
4.5	Rank and Mean of Communication Failure of Pronunciation Not Clear	33
4.6	Rank and Mean of Communication Failure of Time	34
	Rank and Mean of Four Main Problem	35

**LIST OF FIGURES**

<b>Figure no.</b>	<b>Title</b>	<b>Page</b>
2.1	Communication Function	12
2.2	Basic Communication	12
2.3	Model of Communication	13
2.4	General Model of Communication	13
4.1	Gender	27
4.2	Age of Respondent	27
4.3	Current Position	29
4.4	Number of Year in Current Position	29
4.5	Communication Failure of Instruction and Weak Presentation	32
4.6	Communication Failure of Too Much Information	33
4.7	Communication Failure of Pronunciation Not Clear	34
4.8	Communication Failure of Time	35
4.9	Four Main Problem	36



THE PROBLEM OF COMMUNICATION AMONG STAKEHODER IN  
CONSTRUCTION PROJECT

NORAMIRAH BINTI ABDUL RAHAMAN

Thesis submitted in fulfillment of the requirement for the award of the degree of  
Bachelor of Project Management with Honours

Faculty of Industrial Management  
UNIVERSITY MALAYSIA PAHANG

DECEMBER 2015

## **ABSTRACT**

This research was conducted to identify the problem of communication failure in construction project from perspective of contractor and consultant. Besides that, the objective for this research to rank the most problem of communication failure in construction project in order to help contractor and consultant to be prepared with the solution because every contractor and consultant the unpredictable things. In this research, the method used for obtaining survey research was questionnaire for collecting the response from the contractor and consultant. The total respondents for this research were 32 from housing developer companies that categorized in G2 and located in Kuantan. Next, Statistical Package for the Social Science (SPSS) was used in analyzing these research findings. The result for this research showed that too much information was the most problem of communication failure in construction project with the highest mean. Last but not least, the main suggestion recommendation for future research is to study the large number of respondents or participants by include project team from different categories of contractors for more accurate outcome and represent a more realistic population in Malaysia.

## ABSTRAK

Kajian ini dijalankan untuk mengenalpasti masalah kegagalan komunikasi dalam projek pembinaan dari perspektif kontraktor dan consultant. Selain itu, objektif kajian ini adalah untuk menentukan masalah yang paling berkesan yang digunakan dalam menangani masalah kegagalan komunikasi bagi membantu kontraktor dan consultant untuk bersiap sedia dengan beberapa penyelesaian kerana setiap projek akan terdedah dengan perkara-perkara yang tidak dapat diduga. Dalam kajian ini, kaedah kajian tinjauan yang digunakan untuk mendapatkan maklum balas daripada kontraktor dan konsultan ialah melalui soal selidik. Jumlah responden bagi kajian ini terdiri daripada 32 syarikat pemaju perumahan yang dikategorikan dalam G2 yang terletak di Kuantan. Seterusnya, Pakej Statistik untuk Sains Sosial (SPSS) telah digunakan dalam menganalisis hasil penyelidikan ini. Hasil kajian ini menunjukkan bahawa terlalu banyak maklumat yang disampaikan adalah masalah yang paling teruk yang digunakan dalam menguruskan projek dengan nilai min tertinggi. Akhir sekali, cadangan utama yang dicadangkan untuk penyelidikan pada masa hadapan adalah untuk memperluaskan lagi bilangan responden atau peserta termasuk kontraktor dari berbagai kategori untuk hasil yang lebih tepat dan mewakili populasi yang lebih realistik di Malaysia.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

Construction is an industry that has a huge impact on the economy of all countries included Malaysia. Logically, every implementation of project will have probability to face the failure of communication in construction project especially among the stakeholder. Therefore, that problem should be properly managed in ensuring the successful of the project.

The purpose of this research is conducted to determine the problem communication failure in construction project. Moreover, aim of this research is also to rank the most frequent problem of communication failure in construction project. Besides that, this chapter also discuss on the population of research respondent and the significant of this research. This research is important because the knowledge gain could help stakeholder in managing the failure of communication among stakeholder in construction project.

#### **1.1 PROBLEM BACKGROUND**

Stakeholder is very important person for the success of a project. They are important to identify them as affect or be affected by the project. Regarding to Pan (2005) stakeholder involve know people with high interest or potential projects and results and involved stakeholder group with shared objectives together. The execution of the construction project usually make a new value or product but they also can has

damaging effects to create problem such as noise, dust and other obstacles in the project area.

Communication is also an important element in any organization. It is one of the main factors that lead to failure in an organization, especially in the construction industry. This is because communication in the field of development involves many parties and is a complex relationship. When there are many parties whose role is varied as architects, engineers, surveyors, contractors and clients has made the construction activities of a relationship or a complex organization (Turner, 1972). According to (Ritz, 1994), the information communicated from one party to a different party failed properly received by the parties concerned. In this communication is an important factor that should be considered in any organization to increase productivity so that all can go smoothly.

The construction industry is the oldest industry that constantly plays important role in generating the development of Malaysia. The industry is still able contribute in the national economy, accounting for 2.1% of the Gross Rate Gross Domestic Product in the year, while 2.3% in 2002, although at when the country faced the problem of slow growth. However, when viewed from other perspectives, fundamental to the construction industry economic structure that encourages the growth of activities the domestic economy where it has become a contributor in realizing insight 2020. (Rahim, 2000).

The construction industry is expected to grow by 6.6% per annum and a contributor to the national economy by about 3.1% in 2010. Various mega projects can be implemented with the initiative given by the government such as the development of Putrajaya and Proton City. These projects are expected to be generate and strengthen the country's construction industry (Shahrul Nizar Shaari, 2003).

In the realization of Vision 2020, the construction industry has undergone many changes and move towards globalization where construction practices revolutionized traditional building products produced so much quality. Therefore, to be a country full build, good communication is needed to create a more efficient construction, reasonable and thorough can be developed.

Therefore, a program designed to overcome all the problems faced by the construction sector. Construction Industry Master Plan in collaboration Construction Industry Development Board Malaysia (CIDB) and industry are to assist the industry to face the challenges ahead and address weaknesses existing. Among the weaknesses and negative assumptions identified in the construction sector is poor communication between the stakeholders in conducting construction projects.

Problems that can be addressed by improving communication among stakeholders in the construction industry, particularly the use of labor-based public. Therefore, certain parties should cooperate between each other to overcome this problem, thereby strengthening the country's construction industry. Failure of the industry to improve communication can lead to local contractors cannot compete with overseas contractors with extensive experience in the construction effectively.

## **1.2 PROBLEM STATEMENT**

Every organization has a goal to success and ensure that productive expenditures and progress in the country's development. To achieve this goal the organization must be given adequate attention to the barriers that constrain smooth and disruption of communications process because it is a process that plays an important role in improving the productivity of an organization.

In the construction sector takes place in several stages in accordance with their respective roles. The situation had progressed on the construction project can be a model of complex communication. As revealed the relationship that vary in type, function and purpose. The first question is about communication, whether the communication that we run it stays at the receiver's ability to receive and understanding the information communicated is clear and easily understood by the recipient. Good communication is essential to disseminate information clearly (Fyrer, 1997). According to Ritz (1994) as a medium of information must be accurate so that the information can be transferred with clear and accurate. The selection of an improper of communication leading use is to the failure of that information. When this happens, of course