CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In this chapter will provided the outline of the study. This chapter will explain the background of the study and problems that lead to this study carried out. Other than that, it also consists of objectives of study, research questions, scope of study, the significance of the study and operational definition. The researcher chooses communication tools and issues among construction project team as researcher study topic because communication in a construction project is important.

1.2 BACKGROUND OF STUDY

Communication was important in daily life and it cannot be denied. Every day we communicate with people, either at home, workplace, school, or in society. Generally, communication was a process of transferring information from a sender to a receiver by a medium and the information must be understood by both sender and receiver. Shawn (2015) states that the person sending the message is referred as the sender and the person receiving the information was called the receiver. This discipline focuses on how people will use messages that have been received for generate meaning and at the same time will promote the effective and ethical practice of human communication. Communication becomes more important, especially in the working world.

The construction is one of the most important economic activities that contribute towards the economic growth in Malaysia. A construction term that generally gives the meaning of art and science to form material or immaterial objects, systems or
organizations. Construction also will be translated as the process of preparing and build up buildings and building systems. Osman (2006) defines construction as economic activities that focus on the construction of physical projects such as buildings and infrastructure, regardless of the construction being land or marine based. Delays, cost overrun, poor quality, low productivity and so on are already identified as poor project performance and has been noted as the bane of construction industries of several countries especially developing countries.

The intention of this study towards communication in the construction industry because in this industry, there are a lot of activities and parties involved who work together along the project from start until completed the project. Besides that, critical deliverable of project success is communication (Dave, 2008). A good communication among the parties may result to better relationships and job performance. A good communication, especially among project team is important in order to achieve a goal and target that have been set for the project. Without communication, the information cannot be transferred and deliver clearly among them. Therefore, communication between the project team is important for the smoothness of delivering the information while doing a project.

1.3 PROBLEM STATEMENT

One of the largest job creators in developing countries is the construction industry. Two (2) outcomes for the construction industry are whether the project is a success or failure. According to Dave (2008), communication have large influence to the project success or failure. Decision to claim the project was success or failure are based from several criteria or factors. Alexandrova and Ivanova (2012) identify several criteria for project success consist of have clear project goals, competence project team members, effective communication between project stakeholder and effective coordination of project activities. According to Nguyen et al. (2004), there are four (4) categories under project success which are comfort, competence, commitment and communication. All this is known as four (4) COMs’. At least 71.6 % of project managers and 78.7 % of contractors considered the communication are extremely important and be a key success factor in the management of construction projects (Nguyen et al., 2004). While, Hyvari
(2006) found that the top 10 of project success factors are projected mission, top management support, project schedule or plans, monitoring and feedback, client acceptance, client consultation, personnel, technical task, trouble shooting and last but not least is communication. In PMI’s 2013 pulse of the profession report, it shows effective communication to all stakeholders is the most crucial success factor in project management. The report also stated based on the research that have been done, effective communication will lead to project success (Mei, 2014).

Furthermore, project failure has always been a hot topic. There are a lot of project-based company fails to develop a successful project. According to Mei (2014) in PMI’s 2013 pulse of the profession report it shows not all projects success. In average, out of five (5), two (2) of the project does not meet the project objective and one of them is not successful because of having ineffective communication. In the articles “Top 10 main causes of project failure”, Rosanne (2012) has listed all 10 main causes. Among them is the project has poor planning or inadequate process, inefficient way to document and track progress of the project, poor leadership at any level, failure to set expectations and manage it, inadequately trained project managers, inaccurate cost estimation of the project, lack of communication at any level, ethical misalignment, competing priorities and disregard of project warning signs. Refer to Ikediashi et al. (2014) poor risk management was rated the most critical failure factors follows by budget overruns as a second critical failure factors and poor communication in management as a third critical failure factors. While Hughes et al. (2004) outline the many reasons which cause project failure, including inadequate project management implementation, lack of communication, unfamiliarity with the project complexity and project scope and lastly is technological failures.

From the above statements, many of literatures agree that among the criteria or factors to claim either the project can be considered as success or failure is communication. Even though communication is not stated as the most critical factor to measure the project outcome, but by having a good communication will bring to the good performance of the project and at the same time the project will be claim as success project. Same goes to while having a poor communication in the project, it also will affect the project performance and will lead to the project failure. Communication is important