

Chapter 3: Research Methodology

Introduction

This chapter outlines the methodological framework employed to empirically test the hypothesized relationship between Internal Communication Quality (ICQ) and Team Performance (TP) within Saudi Private Aviation (SPA) in Jeddah. It details the research design, defines the variables, identifies the population and sampling technique, and specifies the data collection and analytical procedures, ensuring the study is systematic, reliable, and valid.

1. Operational Definitions for Research Variables

Internal Communication Quality (ICQ) refers to the effectiveness of how an organization shares information to keep employees informed, aligned, and engaged.

Dependent Variable: Team Performance (TP) TP is operationally defined as the aggregated measure of team outcomes.

2. Research Design

This study uses a quantitative survey research design, which fits within the following framework layers often referred to as the "Research Onion":

Layer	Choice	Justification
Philosophy	Positivism	The study aims to establish statistically valid, measurable, and objective relationships between variables (ICQ and TP).
Approach	Deductive	Hypotheses are developed from existing theories and tested
Strategy	Survey	Chosen for its efficiency in collecting standardized data from a large sample and comparable.
Choice	Mono-method (Quantitative)	Only numerical data (Likert scale scores) is collected to facilitate statistical testing of correlation and regression.

3. Research Population, Sampling Methods, and Technique

- **Study Population:** The totality of working teams and their immediate supervisory managers within the specialized operational departments of Saudi Private Aviation (SPA) in Jeddah.
- **Sampling Technique:** samples will be collected via surveys that will be distributed on the different employees from managers to new staff.

- **Sample Size:** The research is designed to collect a target sample size of 30 male and female workers, completed and validated survey responses. This provides sufficient statistical power for robust analysis within this highly specialized population.

4. Data Collection Method and Kind of Data

- **Data Collection Method:** A single, self-administered **Questionnaire** is the primary instrument used for data collection. The questionnaire incorporates validated and adapted scales from existing organizational communication and team effectiveness literature (as detailed in Appendix 1).
- **Kind of Data:** The study utilizes **Primary, Quantitative Data**.
 - **Primary:** Data is collected directly from the employees and managers at SPA specifically for this research.
 - **Quantitative:** The data is numerical, derived from responses on a 5-point Likert scale, which treats the variables as **interval data** suitable for inferential statistics.

5. Statistical Analysis Procedures

The collected data will be analyzed using Likert scale.

Initial Analysis and Descriptive Statistics

- **Purpose:** To summarize the general characteristics of the sample and the central tendencies (mean, standard deviation) and distribution of the key variables (ICQ and TP).
- **Procedures:** samples will be collected by the end of the day, data will be analyzed in a Likert scale.

b. Inferential Analysis for Hypothesis Testing

- **Hypothesis of Correlation:** The strength and direction of the linear relationship between ICQ and TP will be determined using the Pearson Correlation Coefficient.
- **Hypotheses of Predictive Effect:** The predictive capacity of specific IC dimensions (e.g., Clarity, Digital Platforms) on Team Performance will be tested using Simple and Multiple Linear Regression Analysis. This will identify which communication dimension is the strongest predictor of performance outcomes.
- **Hypothesis of Mediation:** If required, further regression analysis (or structural equation modeling, if sample size permits) will be used to test the hypothesized mediating role of Transparency on Organizational Commitment.

Conclusion

This chapter outlined the quantitative, deductive, and cross-sectional design of the study, supported by a positivist research philosophy. It identified the study population, justified the purposive sampling technique, and described the primary quantitative questionnaire used for data collection. The chapter also specified the statistical methods—correlation and regression—used to analyze the data and test the study’s hypotheses. Together, these methodological choices ensure a rigorous approach to investigating the relationship between internal communication quality and team performance at SPA.