

Impact of Internal Communication on Job Performance Efficiency among STC Employees in Riyadh

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Research Introduction

Internal communication is one of the most important organizational functions in modern organizations. It enables employees and managers to exchange information, coordinate activities, support decision-making, and achieve organizational objectives. In highly competitive industries such as telecommunications, effective communication contributes directly to operational efficiency and employee performance. STC is one of the leading telecommunications companies in Saudi Arabia and relies on effective communication systems to maintain service quality and employee productivity.

Research Problem

Many organizations experience communication challenges that reduce employee understanding of goals, increase errors, and affect productivity. Despite technological communication tools, communication gaps may still exist. Therefore, this study investigates the impact of internal communication on job performance efficiency among STC employees in Riyadh.

Research Significance

Academic significance: contributes to the literature on communication and employee performance. Practical significance: helps managers improve communication practices and enhance employee productivity. Organizational significance: supports decision-making and performance improvement initiatives.

Research Questions

1. What is the impact of internal communication on job performance efficiency? 2. Does communication quality improve employee productivity? 3. How does communication affect teamwork and engagement? 4. What communication practices contribute most to employee performance?

Research Objectives

1. Examine the relationship between internal communication and job performance. 2. Evaluate communication effectiveness within organizations. 3. Identify communication factors influencing productivity. 4. Provide recommendations for improving communication systems.

Research Hypotheses

H1: Internal communication has a positive impact on job performance efficiency. H2: Communication quality positively influences employee productivity. H3: Employee engagement is positively related to communication effectiveness. H0: There is no significant relationship between internal communication and job performance efficiency.

Research Model

Independent Variable: Internal Communication. Dimensions: Communication Clarity, Information Sharing, Feedback, Communication Channels. Dependent Variable: Job Performance Efficiency. Dimensions: Productivity, Quality of Work, Timeliness, Employee Effectiveness.

Scope of the Study

Population: STC employees. Location: Riyadh, Saudi Arabia. Subject: Internal communication and job performance efficiency. Time scope: Current study period.

Project Structure

Chapter 1 introduces the study. Chapter 2 reviews previous literature. Future chapters will cover methodology, analysis, findings, and recommendations.

Chapter 2: Literature Review

Internal communication refers to the exchange of information between individuals and groups within an organization. Researchers argue that communication improves coordination, trust, and employee engagement. Effective communication supports organizational performance by ensuring employees understand objectives and responsibilities. Previous studies found that communication clarity reduces misunderstandings and increases efficiency. Feedback systems help employees improve performance. Communication technologies also facilitate information sharing and collaboration. Employee performance efficiency refers to the ability of employees to complete tasks effectively while maintaining quality standards. Studies indicate that employees who receive timely and accurate information perform better and demonstrate higher engagement levels. Theoretical perspectives such as Organizational Communication Theory suggest that communication acts as a foundation for coordination and organizational success. Social Exchange Theory also explains that effective communication strengthens trust between employees and management, resulting in improved performance. Several studies conducted in service industries and telecommunications sectors demonstrate a positive relationship between communication quality and employee productivity. Organizations with strong communication systems report higher employee satisfaction and lower turnover rates.

Reference List (APA Style Sample)

Robbins, S. P., & Judge, T. A. Organizational Behavior. Daft, R. Management. Moorhead, G., & Griffin, R. Organizational Behavior. Armstrong, M. Human Resource Management Practice. Kotler, P., & Keller, K. Marketing Management. Kreitner, R., & Kinicki, A. Organizational Behavior. Noe, R. Human Resource Management. Yukl, G. Leadership in Organizations. Gibson, J. Organizations: Behavior, Structure and Processes. Dessler, G. Human Resource Management.

Appendix A: Questionnaire

Please answer using a 5-point Likert Scale: 1. Internal communication in STC is clear and understandable. 2. I receive information required to perform my work. 3. Information is communicated in a timely manner. 4. Managers communicate expectations clearly. 5. Internal communication supports teamwork. 6. Feedback is encouraged within the organization. 7. Communication channels are effective. 8. Communication helps reduce work errors. 9. Internal communication improves productivity. 10. Employees can easily communicate with management. 11. Communication contributes to employee engagement. 12. Communication enhances job satisfaction. 13. I understand organizational goals through communication. 14. Information sharing is encouraged. 15. Communication supports decision-making. 16. Internal communication improves service quality. 17. Communication helps resolve problems quickly. 18. Communication improves

coordination among departments. 19. Employees trust information received from management. 20. Overall internal communication is effective.

Table of Research Instruments

Variable: Internal Communication Dimensions: Clarity, Feedback, Information Sharing,
Communication Channels Measurement Tool: Questionnaire Variable: Job Performance Efficiency
Dimensions: Productivity, Quality, Timeliness, Effectiveness Measurement Tool: Questionnaire