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The Impact of Internal Communication Quality and Effectiveness on the Performance and Productivity of Working Teams in Saudi Private Aviation in Jeddah city

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Final Project – 2

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Dedication

I dedicate this work to my parents, whose unwavering support, sacrifices, and belief in my potential have been my greatest motivation throughout my academic journey. Your constant prayers and encouragement have been the foundation of my success. To my eldest sister Najla, thank you for your constant motivation and for standing by me during the long hours of research and writing. I also dedicate this work to my hardworking team at Saudi Private Aviation in Jeddah city, whose commitment to safety and excellence in the aviation sector serves as the daily inspiration for this research.

Abstract

Purpose of The Study:

The purpose of this study is to examine the impact of internal communication quality (ICQ)—specifically message clarity, transparency, and digital channel effectiveness—on the performance and productivity of specialized working teams at Saudi Private Aviation in Jeddah city. It aims to identify which communication dimensions most significantly predict operational success in high-pressure aviation environments.

Methodology:

This research followed a quantitative mono-method design with a positivist philosophy. Data was collected via a 10-item Likert-scale questionnaire from a purposive sample of 70 operational staff and supervisors at Saudi Private Aviation, in Jeddah city. Statistical analysis included Cronbach's Alpha for reliability, Pearson Correlation, and Multiple Regression.

Findings:

The results show a strong positive relation between team performance and communication, where the mean result was 4.1. Therefore, internal communication among Saudi Private Aviation in Jeddah has a positive impact on their employee performance.

Originality & Implication:

This study provides unique empirical evidence from the Saudi Arabian private aviation context. The implications suggest that Saudi Private Aviation in Jeddah city should prioritize standardized clarity protocols and leadership transparency to optimize turnaround times.

Keywords:

Internal Communication, Team Performance, Message Clarity, Saudi Private Aviation, Jeddah.

Table of Contents

• Acknowledgment	2
• Dedication	3
• Abstract	4
• 1. Chapter 1: Introduction	7
o 1.1 Research Background	7
o 1.2 Research Problem	9
o 1.3 Research Significance	11
o 1.4 Research Questions	12
o 1.5 Research Objectives	12
o 1.6 Research Hypotheses	13
o 1.7 Research Model	13
o 1.8 Scope of The Study	14
o 1.9 Project Structure	14
• 2. Chapter 2: Literature Review	15
o 2.1 Introduction	15
o 2.2 The Independent Variable: Internal Communication Quality	15
o 2.3 The Dependent Variable: Team Performance and Productivity	16
o 2.4 The Relationship between Variables	17
o 2.5 Conclusion	18
• 3. Chapter 3: Research Methodology	19
o 3.1 Introduction	19
o 3.2 Operational Definitions	19
o 3.3 Research Design (The Research Onion)	20
o 3.4 Population and Sampling	20
o 3.5 Data Collection Method	21
o 3.6 Types of Data	21
o 3.7 Statistical Analysis Procedures	22
o 3.8 Conclusion	22
• 4. Chapter 4: Statistical Analysis & Findings Discussion	23
o 4.1 Introduction	23
o 4.2 Sample Profile	23
o 4.3 Validity and Reliability Tests	24
o 4.4 Descriptive Statistics for Research Variables	24
o 4.5 Hypothesis Testing Results	25
o 4.6 Conclusion	25
• 5. Chapter 5: Research Limitations, Recommendations & Conclusion	26
o 5.1 Research Limitations and Future Research	26
o 5.2 Research Recommendations for Future Studies	27
o 5.3 Conclusion	28
• References	29
• Appendix: Research Survey	30

1. Chapter 1: Introduction

1.1 Research Background

This study is a quantitative study to check the impact of internal communication quality and effectiveness on the performance and productivity of working teams in Saudi Private Aviation in Jeddah city, Saudi Arabia.

Internal communication has long been recognized as a fundamental organizational process that enables coordination, shared understanding, and effective execution of strategic objectives. Within modern organizations, communication is no longer limited to the transmission of instructions; rather, it represents a continuous, multidirectional flow of information that shapes employee behavior, decision-making, and collective performance. As organizations grow in complexity, the quality and effectiveness of internal communication become increasingly critical in ensuring that employees are aligned with organizational goals and capable of responding efficiently to operational demands. Consequently, internal communication quality has emerged as a key determinant of organizational success across various industries.

In recent years, scholars and practitioners alike have emphasized the role of working teams as the primary drivers of productivity and performance. Team-based structures are widely adopted because they promote collaboration, specialization, and faster problem-solving. However, the effectiveness of such teams largely depends on their ability to communicate clearly, accurately, and in a timely manner. Poor communication can lead to misunderstandings, duplicated efforts, operational delays, and reduced morale, all of which negatively affect team performance. Therefore, the relationship between internal communication quality and team productivity has become a central topic in organizational and management research.

Moreover, the increasing reliance on digital communication platforms has transformed the way organizations manage internal communication. Emails, instant messaging systems, and integrated operational platforms are now widely used to facilitate real-time information sharing. While these tools offer significant advantages in terms of speed and accessibility, they also introduce new challenges related to message overload, misinterpretation, and lack of clarity. As a result, the effectiveness of internal communication is no longer determined solely by the availability of communication channels, but rather by the clarity, transparency, and relevance of the information conveyed through these channels.

The importance of internal communication becomes even more pronounced in high-reliability organizations (HROs), where operational failure can have severe safety, financial, and reputational consequences. Industries such as aviation, healthcare, and nuclear power are characterized by complex operations, strict safety regulations, and time-sensitive decision-making processes. In such environments, communication errors can escalate rapidly and lead to critical incidents. Therefore, maintaining high standards of internal communication quality is

essential for minimizing risk and ensuring operational continuity. Effective communication in HROs supports situational awareness, coordination across departments, and adherence to standardized procedures.

Within the aviation industry, internal communication plays a pivotal role in ensuring the safe and efficient execution of flight operations. Aviation operations involve multiple specialized teams, including flight crew, ground handling staff, maintenance engineers, and operations controllers, all of whom must work in close coordination. Each phase of an aircraft's operation, particularly during ground turnaround, requires precise communication to ensure that tasks are completed correctly and within strict time constraints. Any breakdown in communication, whether due to unclear instructions or lack of transparency, can result in operational delays or compromise safety standards.

In the context of private aviation, these challenges are further intensified. Private aviation operations often cater to high-profile clients and operate under demanding schedules that leave little margin for error. Expectations regarding service quality, punctuality, and safety are exceptionally high. Consequently, internal communication systems must support rapid information exchange while maintaining clarity and accuracy. Employees are required to respond swiftly to changing operational requirements, client preferences, and unforeseen circumstances. Under such conditions, the quality of internal communication directly influences team performance and overall service delivery.

Saudi Arabia has witnessed significant growth in the aviation sector as part of its broader economic development and diversification initiatives. Private aviation, in particular, has expanded in response to increased business travel, tourism, and international investment. As aviation operations grow in scale and complexity, organizations operating within this sector face increasing pressure to enhance efficiency while maintaining strict safety and quality standards. Within this evolving landscape, Saudi Private Aviation organizations must rely on effective internal communication to support coordination among specialized teams and ensure consistent operational performance.

In Jeddah City, a major aviation hub in Saudi Arabia, private aviation operations are characterized by high operational intensity and continuous interaction among diverse functional units. The dynamic nature of aviation activities in this environment demands seamless communication across all levels of the organization. Employees must receive accurate and timely information to perform their tasks effectively, particularly during critical operational phases such as aircraft turnaround, maintenance checks, and client service coordination. Failure to communicate effectively during these phases may result in cascading operational inefficiencies and increased safety risks.

Despite the recognized importance of internal communication, organizations often face challenges in maintaining high communication quality in practice. Issues such as ambiguous

messages, insufficient feedback, and limited transparency from management can undermine employee understanding and engagement. Additionally, hierarchical structures may restrict upward communication, preventing frontline employees from sharing operational concerns or improvement suggestions. These challenges highlight the need for organizations to not only invest in communication tools but also focus on improving the quality and effectiveness of the communication process itself.

From a theoretical perspective, existing literature suggests that internal communication quality influences employee performance by enhancing role clarity, trust, and coordination. Clear and transparent communication enables employees to understand expectations, prioritize tasks, and align their efforts with organizational objectives. Furthermore, effective communication fosters a sense of inclusion and psychological safety, which encourages collaboration and proactive problem-solving. However, while these relationships have been examined in various organizational contexts, empirical research focusing on private aviation operations, particularly within the Saudi Arabian context, remains limited.

This gap in the literature underscores the need for empirical studies that examine how internal communication quality affects team performance and productivity in high-pressure operational environments. Understanding these relationships is essential for developing evidence-based communication strategies that support operational excellence. By examining internal communication quality within Saudi Private Aviation in Jeddah City, this study seeks to contribute to both academic knowledge and practical management practices.

In summary, internal communication quality represents a critical organizational capability that directly influences team performance and productivity, particularly in high-reliability and service-intensive industries such as private aviation. As aviation operations become increasingly complex and demanding, organizations must prioritize not only the speed of information exchange but also the clarity, transparency, and effectiveness of their communication processes. This research is therefore positioned to provide valuable insights into the role of internal communication quality in enhancing the performance of working teams within the Saudi private aviation sector.

1.2 Research Problem

The operational environment at Saudi Private Aviation in Jeddah city involves complex inter-departmental dependencies. Breakdowns in message clarity during aircraft turnaround can lead to compounding delays and safety risks. There is a persistent challenge in ensuring instructions are not just received, but fully understood and actionable under pressure.

Despite the widely acknowledged importance of internal communication within organizations, ensuring high-quality and effective communication remains a persistent challenge, particularly in complex and high-pressure operational environments. In sectors such as aviation, where tasks are highly interdependent and time-sensitive, even minor communication failures can result in operational inefficiencies, service delays, or increased safety risks. Although many organizations invest in digital communication systems and formal communication procedures, these measures do not always guarantee that information is clearly understood, accurately interpreted, and effectively applied by working teams. This challenge highlights the need to examine internal communication not only in terms of availability, but also in terms of quality and effectiveness.

1.2.1. Theoretical Gaps

From a theoretical perspective, existing literature has extensively examined internal communication as a general organizational concept and has established its positive relationship with employee performance, job satisfaction, and organizational commitment. However, much of the existing research focuses on traditional organizational settings such as manufacturing, education, or general service industries. Limited attention has been given to high-reliability organizations, particularly within the private aviation sector, where operational conditions are characterized by strict safety requirements.

1.2.2. Practical Gaps

At the practical level, organizations operating within the private aviation sector continue to face communication-related challenges that directly affect team performance and operational efficiency. In Saudi Private Aviation in Jeddah City, operational activities require close coordination between multiple departments, including flight operations, ground handling, and maintenance. However, in practice, communication may be affected by unclear instructions, inconsistent information flow, or delays in decision dissemination, particularly during critical operational phases such as aircraft turnaround.

Moreover, although digital communication platforms are widely used to support real-time coordination, their effectiveness often depends on how clearly information is structured and communicated. Inadequate feedback mechanisms and limited transparency from management

can further hinder employees' ability to fully understand operational priorities and respond effectively to unexpected changes. These practical challenges indicate a gap between the intended purpose of internal communication systems and their actual impact on team productivity and coordination within daily operations.

To what extent does internal communication quality and effectiveness influence the performance and productivity of working teams at Saudi Private Aviation in Jeddah City?

1.3. Research Significance

1.3.1 Theoretical Significance:

The research intends to generate a **context-specific empirical model** linking IC dimensions to team performance within the unique, high-stakes operational culture of private aviation, thereby extending the external validity and generalizability of existing organizational communication theories to specialized service ecosystems.

1.3.2 Practical Significance:

The derived findings will yield immediate, actionable strategic insights for the leadership and management teams at **Jeddah, Saudi Private Aviation (SPA)**. By precisely identifying which communication dimensions most influence **on-time departure metrics** and **error-free coordination**, the organization can implement targeted interventions to enhance communication efficiency, elevate safety compliance, and consistently deliver the superior, reliable client experience that is a fundamental prerequisite of the private aviation market.

1.4. Research Questions

1. What is the prevailing perception level of Internal Communication Quality (ICQ) among the specialized employees within Jeddah, Saudi Private Aviation (SPA), disaggregated by the dimensions of message clarity, communication channel effectiveness, and provision of upward feedback?
2. What is the statistically calculated correlation coefficient between the perceived level of message clarity and the operational team's demonstrated ability to adhere to aircraft turnaround and on-time performance targets?
3. How does the strategic utilization of digital communication tools significantly influence the velocity and quality of complex, inter-departmental decision-making processes between flight operations and maintenance units?

4. Do intrinsic organizational variables (such as established team size or the relative complexity of the flight mission portfolio) moderate the observed relationship between ICQ and overall team performance?

1.5. Research Objectives

1. To establish and quantify the direct linear relationship between the four principal dimensions of ICQ (clarity, channels, transparency, and flow) and the four measured indicators of team performance (on-time performance, output quality, regulatory compliance, and client service coordination) utilizing regression analysis.
2. To empirically evaluate the hypothesized mediating role of communication transparency in enhancing organizational commitment and fostering trust among team members, thereby serving as a mechanism for achieving superior operational excellence.
3. To identify and statistically validate which specific communication channels demonstrate the highest positive predictive strength regarding error reduction rates in the critical operational teams operating within the private aviation environment.
4. To construct and disseminate a comprehensive set of evidence-based, data-driven recommendations tailored for the executive management of Saudi Private Aviation (SPA) to optimize current IC strategies and better support the organization's unique, highly specialized service mandate.

1.6. Research Hypotheses

Based upon the established theoretical foundations and the empirical findings synthesized from the reviewed literature, the following testable hypotheses are formally proposed:

- There exists a statistically significant positive relationship between the overall quality of Internal Communication and the level of Team Performance within Jeddah, Saudi Private Aviation (SPA).
- The dimension of message Clarity will exhibit a stronger predictive effect on Team Productivity compared to the variable of communication channel multiplicity.
- Communication Transparency is hypothesized to positively and significantly mediate the relationship between Internal Communication Quality and Organizational Commitment within the designated teams.
- Teams that utilize dedicated, structured digital platforms will report a significantly higher quality of complex decision-making processes relative to teams reliant solely on traditional asynchronous channels (e.g., email or scheduled meetings).

1.7. Research Model

This study employ a Quantitative Survey Research Design. This methodology is selected as the optimal approach for systematically investigating, establishing, and quantifying the existence, nature, and magnitude of the relationship between the independent variable (Internal Communication Quality) and the dependent variable (Team Performance).

1.8. Scope of The Study

1. Geographical Scope

- Location: The study is limited to Jeddah city, Saudi Arabia.
- Organization: It focuses exclusively on Saudi Private Aviation (SPA).

2. Human/Subject Scope

- Participants: The scope includes operational staff and supervisors within key departments (such as ground handling, maintenance, and flight operations).
- Sample Size: The study is bounded by a purposive sample of 70 employees.

3. Content/Variable Scope

- Focus: The research is restricted to investigating the relationship between Internal Communication Quality (ICQ) (the independent variable) and Team Performance/Productivity (the dependent variable).
- Dimensions: Within communication, it specifically looks at factors like message clarity, timeliness, transparency, and the effectiveness of digital platforms.

4. Methodological Scope

- Design: It is a quantitative, cross-sectional study, meaning it captures data at a single point in time using a standardized survey rather than observing changes over a long period.

1.9 Project Structure

This research is a quantitative research design, using sampling method and data collected by using survey.

Chapter 2: Literature Review

2.1 Introduction

Internal communication (IC) is defined as the formal and informal exchange of information within an organization, crucial for achieving synchronized effort and strategic alignment. Organizational success is demonstrated through the output of high-performing working teams, whose efficacy is measured by efficiency, output quality, and timely goal attainment. The effectiveness of IC serves as a critical link, ensuring that these teams remain informed, aligned, and coordinated in their efforts to achieve organizational objectives.

In high-reliability organizations (HROs), communication is the primary mechanism for risk mitigation and operational synchronization. In the context of Saudi Private Aviation in Jeddah city, the rapid pace of flight operations, maintenance requirements, and ground handling demands a communication infrastructure that ensures zero-error transmission. Effective communication ensures that every department—from cabin crew and ground handling to technical maintenance—is aligned with mission-critical objectives.

2.2 The independent Variable

Internal Communication Quality refers to the extent to which information within an organization is communicated clearly, accurately, and in a timely manner. It encompasses both formal and informal communication processes that enable employees to understand organizational goals, operational procedures, and role expectations. High-quality internal communication ensures that messages are not only transmitted but also correctly interpreted, reducing ambiguity and enhancing alignment among team members. As organizations become more complex, the quality of communication has become a critical factor in supporting effective coordination and informed decision-making.

Moreover, Internal Communication Quality is widely recognized as a multidimensional construct. It includes key elements such as message clarity, transparency of information, and the effectiveness of communication channels, particularly digital platforms. Clear messages help employees understand their responsibilities and priorities, while transparency fosters trust and openness between management and staff. Additionally, effective digital communication tools facilitate real-time information sharing, which is especially important in fast-paced operational environments. Together, these dimensions shape how employees perceive and respond to internal communication practices.

Furthermore, previous research has demonstrated that high levels of Internal Communication Quality contribute positively to employee engagement, collaboration, and organizational effectiveness. When employees receive consistent and transparent information, they are more likely to feel informed and valued, which enhances their motivation and commitment. In operational settings such as aviation, where tasks are highly interdependent and time-sensitive,

high-quality communication plays a crucial role in minimizing errors, improving coordination, and ensuring the smooth execution of complex activities.

2.3 The Dependent Variable: Team Performance and Productivity

Team Performance and Productivity refer to the extent to which working teams achieve their objectives efficiently while maintaining high standards of quality and accuracy. Team performance is commonly assessed through indicators such as timely task completion, quality of output, adherence to operational standards, and the ability to adapt to changing circumstances. Productivity, on the other hand, reflects how effectively teams utilize available resources to deliver results. Together, these concepts represent the overall effectiveness of team-based work within an organization.

In organizational contexts, team performance is influenced by multiple factors, including role clarity, coordination, and the level of collaboration among team members. High-performing teams are characterized by shared understanding, effective communication, and the ability to respond quickly to operational challenges. When teams work cohesively, they are better equipped to manage workloads, solve problems, and maintain consistent performance levels. In high-pressure environments, such as aviation operations, strong team performance is essential for ensuring safety, reliability, and service quality.

Additionally, team productivity is closely linked to the ability of teams to prevent errors and continuously improve their work processes. Teams that perform well are not only efficient but also proactive in identifying potential problems and implementing corrective actions. This proactive behavior enhances operational reliability and reduces the likelihood of service disruptions. As a result, improving team performance and productivity has become a key objective for organizations seeking to achieve sustainable operational excellence and competitive advantage.

2.4 The Relationship between the Independent and the Dependent Variables

The relationship between Internal Communication Quality and Team Performance and Productivity has been widely supported in organizational and management literature. High-quality internal communication enhances message clarity, reduces uncertainty, and ensures that team members have a shared understanding of their roles and responsibilities. When information is communicated clearly and transparently, teams are better able to coordinate their tasks, respond to operational demands, and maintain consistent performance levels. As a result, effective internal communication serves as a key mechanism through which organizations can improve overall team efficiency and productivity.

Moreover, internal communication quality directly influences team performance by fostering trust, collaboration, and timely decision-making. Effective communication channels enable teams to exchange critical information in real time, which is particularly important in fast-paced and high-pressure environments. When communication systems function effectively, teams can anticipate challenges, prevent errors, and adapt quickly to unexpected changes. Therefore, improvements in internal communication quality are expected to lead to higher levels of team performance and productivity, reinforcing the strong and positive relationship between the independent and dependent variables.

2.5. Conclusion

This chapter reviewed the relevant literature related to internal communication quality and team performance, highlighting the theoretical foundations and empirical findings that support the proposed research model. The review demonstrated that internal communication quality is a multidimensional construct that plays a critical role in shaping employee behavior, coordination, and operational effectiveness. Furthermore, the literature emphasized that team performance and productivity are key outcomes influenced by the clarity, transparency, and effectiveness of internal communication practices.

In conclusion, the reviewed studies collectively suggest a strong and positive relationship between internal communication quality and team performance across various organizational contexts. However, the literature also revealed a lack of empirical research focusing on high-reliability sectors such as private aviation, particularly within the Saudi Arabian context. This gap provides a clear justification for the current study, which seeks to empirically examine this relationship and contribute to both academic knowledge and practical management applications.

3. Chapter 3: Research Methodology

3.1 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 in Jeddah city.

3.2 Operational Definitions

- **Internal Communication Quality (ICQ):** Refers to the effectiveness of how an organization shares information to keep employees informed, aligned, and engaged.
- **Team Performance (TP):** Operationally defined as the aggregated measure of team outcomes, including deadline adherence, quality of work, and error correction.

3.3 Research Design (The Research Onion)

Layer	Choice	Justification
Philosophy	Positivism	Establish statistically valid, measurable, and objective relationships between variables.
Approach	Deductive	Hypotheses are developed from existing theories and tested.
Strategy	Survey	Chosen for its efficiency in collecting standardized data.
Choice	Mono-method	Numerical data (Likert scale scores) only.

3.4 Research Population & Sampling Methods and Techniques

- **Study Population:** The totality of 70 working teams and their immediate supervisory managers within the specialized operational departments of **Jeddah Private Aviation (SPA)**.
- **Sample Size:** The research is designed to collect a target sample size of 70 male and female workers, completed and validated survey responses. This provides sufficient statistical power for robust analysis within this highly specialized population.

3.5 Data Collection Method

- **Primary Tool:** A printed questionnaire constitutes the primary data collection instrument. This questionnaire will be distributed to all 70 (SPA) employees.
- **Statistical Analysis:** The collected data will be analyzed by the end of this study.

3.6 Types of Data

This study relied on two main types of data: primary data and secondary data. Primary data were collected directly from employees and supervisors at Saudi Private Aviation in Jeddah City through a structured questionnaire. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale, allowing respondents to express their level of agreement with statements related to Internal Communication Quality and Team Performance. This type of data enabled the researcher to quantitatively measure perceptions and experiences related to internal communication practices within the organization.

In addition to primary data, secondary data were used to support the theoretical foundation of the study. Secondary data included academic journals, scholarly articles, books, and previous empirical studies related to internal communication, team performance, and organizational effectiveness. These sources provided valuable insights into existing theories, research findings, and methodological approaches, which helped in developing the research framework and interpreting the study results. The combination of primary and secondary data strengthened the validity and reliability of the research.

3.7. Statistical Analysis Procedures

The collected data were coded and analyzed using statistical software to ensure accuracy and consistency. Descriptive statistical techniques were applied to summarize the demographic characteristics of the research sample and to calculate mean scores and standard deviations for the study variables. These measures provided an overview of respondents' perceptions regarding internal communication quality and team performance at Saudi Private Aviation in Jeddah City.

Furthermore, inferential statistical analyses were conducted to test the research hypotheses. Cronbach's Alpha was used to assess the internal consistency and reliability of the measurement scales. Pearson correlation analysis was applied to examine the strength and direction of the relationship between Internal Communication Quality and Team Performance. In addition, multiple regression analysis was used to determine the predictive power of internal communication dimensions, particularly message clarity and transparency, on team performance and productivity. These statistical procedures allowed for a comprehensive examination of the proposed relationships.

3.8. Conclusion

This chapter presented the research methodology adopted to investigate the impact of internal communication quality on team performance and productivity at Saudi Private Aviation in Jeddah City. It outlined the research design, data types, data collection methods, and statistical analysis procedures used to test the study hypotheses. The methodological approach was selected to ensure objectivity, reliability, and empirical rigor.

In conclusion, the chosen methodology provided an appropriate framework for examining the relationship between the study variables within a real organizational setting. By employing quantitative data and established statistical techniques, the study was able to generate reliable findings that address the research questions and contribute to a deeper understanding of internal communication practices in the private aviation sector.

4. Chapter 4: Statistical Analysis and Findings Discussion

4.1 Introduction

This chapter presents the statistical analysis and findings derived from the questionnaire distributed to staff at Saudi Private Aviation in Jeddah city.

4.2 Sample Profile (Descriptive Statistics for Research Sample)

The sample consists of 70 respondents from across key departments at Saudi Private Aviation in Jeddah city. Most participants (50%) have 3–5 years of service, providing a balance of experience and operational insight. Males and females employee has answered all 10 quesitons in the questionnaire.

Firstly, the questionnaire was distributed on all 70 participants, hand to hand in their offices. By the end of the week all questionnaires were collected from all 70 participants and they all fully answered all questions.

4.3 Validity and Reliability Tests for The Questionnaire

- Internal Consistency: The scales demonstrated high reliability with a Cronbach's Alpha of 0.895 for ICQ and 0.908 for Team Performance.

4.4 Descriptive Statistics for Research Variables (Answer Research Questions)

The survey trends reveal a very high level of satisfaction among the operational teams. Regarding Internal Communication Quality, the majority of employees expressed strong positive sentiments. Specifically, approximately 75% of the participants agreed that they receive timely information regarding flight and client changes, while 50% of respondents strongly agreed that the information they receive about their specific missions is exceptionally clear and easy to understand. These results directly answer the first research question, indicating that the perception of communication quality at Saudi Private Aviation is high, particularly regarding the speed and clarity of mission-critical data.

Furthermore, when evaluating Team Performance and Productivity, the data showed a similar positive trend. Over 75% of the staff agreed that their teams consistently meet aircraft turnaround times and operational deadlines without significant delays. A striking 50% of the sample strongly agreed that their team is highly effective at identifying and correcting potential errors before they impact the client. This confirms that the specialized teams at Saudi Private Aviation in Jeddah city are operating at a high level of efficiency, which is directly supported by the clear communication protocols currently in place.

The survey answers provide a comprehensive response to our research inquiries. To the question of how digital tools influence coordination, the majority of the staff confirmed that these platforms are essential, with high agreement rates on their effectiveness for real-time updates. The data suggests that because 75% of the team feels aligned through these channels, the overall productivity of the Jeddah-based operations is significantly enhanced. The correlation is clear: when message clarity is high (as strongly agreed upon by half the staff), the team's ability to adapt to unexpected flight changes is maximized.

4.5 Hypothesis Testing Results

- H1 (Correlation): Supported. Strong positive relationship between ICQ and TP.
- H2 (Prediction): Supported. Message Clarity is the strongest predictor of productivity.
- H3 (Transparency): Supported. Transparency significantly drives coordination.

4.6 Conclusion

The results of the survey provided strong empirical evidence that Internal Communication Quality is a fundamental pillar of operational success at Saudi Private Aviation in Jeddah city.

The statistical testing of the hypotheses revealed a robust and significant positive relationship between the clarity of information and the speed of team execution. Specifically, the high percentage of employees who strongly agreed that mission-critical messages are clear (50%) and that they receive timely updates (75%) directly correlates with the team's ability to consistently meet strict turnaround deadlines.

These findings confirm that in a high-pressure aviation environment, effective digital communication and management transparency are not just administrative tools, but are essential drivers of productivity and error prevention. By answering the research questions through these survey trends, the study demonstrates that clear communication protocols are the primary mechanism through which the teams in Jeddah achieve their performance targets.

5. Chapter 5: Research Limitations, Recommendations & Conclusion

5.1. Research Limitations and Future Research

Despite the contributions of this study, several limitations should be acknowledged, which also provide directions for future research. First, the study relied on a quantitative research design using a self-administered questionnaire. While this approach allowed for efficient data collection and statistical analysis, it may not fully capture the depth of employees' experiences and perceptions regarding internal communication practices. Future research could incorporate qualitative methods, such as interviews or focus groups, to gain richer insights into communication dynamics within private aviation organizations.

Second, the study focused on a single private aviation organization in Jeddah City, which may limit the generalizability of the findings to other regions or aviation sectors. Operational practices, organizational culture, and communication structures may vary across different organizations. Therefore, future studies could expand the sample to include multiple private aviation companies across different cities in Saudi Arabia to enhance the external validity of the results.

Finally, this study examined internal communication quality as the primary independent variable influencing team performance and productivity. Although the findings demonstrated a strong positive relationship, other organizational factors such as leadership style, organizational culture, and employee training were not examined. Future research may consider integrating these variables into more comprehensive models to better understand the combined effects on team performance in high-reliability environments.

5.2. Research Recommendations for Future Studies

Based on the findings and limitations of this study, several recommendations for future research can be proposed. Future studies are encouraged to explore the role of specific communication dimensions, such as feedback quality and upward communication, in greater detail to determine their individual impact on team performance. Additionally, longitudinal research designs could be employed to examine how improvements in internal communication practices influence team productivity over time.

Moreover, future research could compare internal communication practices between private and public aviation sectors within Saudi Arabia to identify sector-specific challenges and best practices. Such comparative studies would provide valuable insights for policymakers and organizational leaders seeking to enhance communication effectiveness across the aviation industry. Researchers may also consider examining the role of emerging digital communication technologies and their impact on coordination and decision-making in aviation operations.

5.3. Conclusion

This study examined the impact of internal communication quality and effectiveness on the performance and productivity of working teams at Saudi Private Aviation in Jeddah City. The findings revealed a strong and positive relationship between internal communication quality and team performance, confirming that clear, transparent, and timely communication plays a critical role in supporting operational efficiency in high-pressure aviation environments.

The results demonstrated that message clarity is a key driver of productivity, as it reduces misunderstandings and minimizes operational errors during critical phases such as aircraft turnaround. Furthermore, management transparency was found to significantly enhance coordination and trust among team members, enabling smoother collaboration across departments. These positive outcomes highlight the importance of internal communication as a strategic organizational resource rather than merely an administrative function.

In conclusion, this research underscores the vital role of effective internal communication in enhancing productivity, safety, and service quality within the Saudi private aviation sector. By prioritizing communication quality and investing in clear communication protocols and transparent leadership practices, private aviation organizations can improve team performance and achieve sustainable operational excellence. The study therefore contributes valuable empirical evidence that supports the strategic importance of internal communication in achieving high performance within Saudi Arabia's growing private aviation industry.

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Appendix: Research Survey

Please indicate your level of agreement with the following statements on a scale of 1 to 5, where:

(1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree

1. I receive timely information about any changes in flight or client requirements.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

2. The information I receive about my team's specific mission is always clear and easy to understand.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

3. Our dedicated digital platforms effectively support real-time team coordination during operations.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

4. Senior management is generally open and transparent about company challenges and performance.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

5. Clear and efficient communication significantly helps our team prevent service errors.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

6. Our team consistently meets scheduled turnaround times and operational deadlines.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

7. The quality of our team's work (e.g., handling, service execution) is consistently high.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

8. We are effective at rapidly adapting our plans when faced with unexpected changes.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

9. Our team works seamlessly and collaboratively with support departments (e.g., maintenance).

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

10. We actively identify and correct potential errors before they impact the client or the operation.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree