

Midocean University

Final Project 2

Chapter 3: Research Methodology

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

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3.1 Introduction

This chapter presents the research methodology used to investigate the impact of internal communication on job performance efficiency among STC employees in Riyadh. The methodology provides a systematic framework for collecting, analyzing, and interpreting data. It explains the operational definitions of the research variables, research design, population and sampling methods, data collection procedures, types of data, statistical analysis techniques, and conclusion.

3.2 Operational Definitions for Research Variables

Internal Communication (Independent Variable): Internal communication refers to the exchange of information, instructions, feedback, and organizational messages among employees and management within STC. The variable is measured through communication clarity, information sharing, feedback mechanisms, and communication channels. Job Performance Efficiency (Dependent Variable): Job performance efficiency refers to the ability of employees to complete assigned tasks effectively while maintaining productivity, quality standards, timeliness, and employee effectiveness.

3.3 Research Design (Research Onion)

The study adopts the Research Onion framework. Research Philosophy: Positivism Research Approach: Deductive Research Strategy: Survey Research Choice: Quantitative Method Time Horizon: Cross-Sectional Data Collection and Analysis Techniques: Questionnaire and Statistical Analysis using SPSS The quantitative approach enables objective measurement of the relationship between internal communication and job performance efficiency.

3.4 Research Population & Sampling Methods and Techniques

Research Population: The target population consists of STC employees working in Riyadh, Saudi Arabia. Research Sample: A representative sample of employees from different departments and organizational levels will participate in the study. Sampling Method and Technique: The study adopts Probability Sampling using Simple Random Sampling. This technique provides all members of the population with an equal chance of participation and improves representativeness.

3.5 Data Collection Method

Data will be collected using a structured questionnaire developed according to the research objectives and previous studies. A five-point Likert Scale ranging from Strongly Disagree to Strongly Agree will be used. Independent Variable Dimensions: • Communication Clarity • Information Sharing • Feedback • Communication Channels Dependent Variable Dimensions: • Productivity • Quality of Work • Timeliness • Employee Effectiveness

3.6 Types of Data

Primary Data: Data collected directly from STC employees through questionnaires. Secondary Data: Data collected from books, academic journals, company reports, previous studies, and online academic resources related to internal communication and employee performance.

3.7 Statistical Analysis Procedures

Data will be analyzed using SPSS Version 28. The following statistical techniques will be applied: • Descriptive Statistics • Frequency Analysis • Mean and Standard Deviation • Reliability Analysis

(Cronbach's Alpha) • Validity Analysis (Exploratory Factor Analysis) • Correlation Analysis • Regression Analysis • Hypothesis Testing These techniques will help determine the significance and strength of the relationship between internal communication and job performance efficiency.

3.8 Conclusion

This chapter presented the methodology adopted to investigate the impact of internal communication on job performance efficiency among STC employees in Riyadh. The chapter discussed the operational definitions, research design, population, sampling methods, data collection procedures, types of data, and statistical analysis methods. These methodological procedures provide a reliable framework for achieving the study objectives and testing the proposed hypotheses.