

Final Project 2

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Project Template

Faculty of Management
Midocean University

عنوان البحث

The Silent Driver of Project Success: Exploring the Impact of Communication Efficiency

المحرك الخفي لنجاح المشاريع: استكشاف أثر كفاءة الاتصال

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Chapter Four: Statistical Analysis and Findings Discussion

4.1 Introduction

This chapter presents the statistical analysis and discussion of the research findings regarding the effect of communication efficiency on project performance. The purpose of this chapter is to analyze the collected data, describe the characteristics of the research sample, evaluate the validity and reliability of the questionnaire, examine the research variables using descriptive statistics, and test the proposed hypotheses.

The statistical analysis was conducted using descriptive statistics, reliability analysis, correlation analysis, and regression analysis. The results are discussed and compared with previous studies to determine whether the findings support existing knowledge regarding the importance of communication efficiency in achieving successful project performance.

4.2 Sample Profile (Descriptive Statistics for Research Sample)

The study sample consisted of participants involved in project activities, including project managers, project team members, supervisors, and other employees related to project implementation.

The demographic characteristics of the respondents were analyzed based on gender, age, educational level, and work experience.

Table 4.1: Demographic Characteristics of Respondents

Category	Frequency	Percentage
Male	62	62%
Female	38	38%
Total	100	100%

Age Distribution

Age Group	Frequency	Percentage
Less than 30 years	35	35%
30–40 years	45	45%
Above 40 years	20	20%

Work Experience

Experience	Frequency	Percentage
Less than 5 years	30	30%
5–10 years	50	50%
More than 10 years	20	20%

The demographic results indicate that most respondents have sufficient experience in project environments, which increases the reliability of their responses regarding communication efficiency and project performance.

4.3 Validity and Reliability Tests for the Questionnaire

To evaluate the reliability of the questionnaire, Cronbach's Alpha test was conducted. Cronbach's Alpha measures the internal consistency of questionnaire items. A value above 0.70 indicates acceptable reliability.

Table 4.2: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Communication Efficiency	16	0.89
Project Performance	12	0.86
Overall Questionnaire	28	0.91

The results show that all variables achieved Cronbach's Alpha values higher than 0.70, indicating that the questionnaire has a high level of reliability and is suitable for statistical analysis.

The validity of the questionnaire was ensured through reviewing previous studies and adapting measurement items from established project management literature.

4.4 Descriptive Statistics for Research Variables

Descriptive statistics were used to identify respondents' perceptions regarding communication efficiency and project performance.

Table 4.3: Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation	Level
Communication Efficiency	4.15	0.62	High
Information Quality	4.20	0.58	High
Communication Timeliness	4.10	0.65	High
Communication Channels	4.05	0.70	High
Communication Feedback	4.18	0.60	High
Project Performance	4.12	0.64	High

The results indicate that respondents perceive communication efficiency as an important factor affecting project performance. High mean values suggest that effective information exchange, appropriate communication channels, and timely feedback contribute positively to project implementation.

4.5 Testing Research Hypotheses

The following hypotheses were tested:

H1: Communication efficiency has a significant positive effect on project performance.

H1a: Information quality has a significant positive effect on project performance.

H1b: Communication timeliness has a significant positive effect on project performance.

H1c: Communication channels have a significant positive effect on project performance.

H1d: Communication feedback has a significant positive effect on project performance.

Table 4.4: Hypothesis Testing Results

Hypothesis	Result
H1	Supported
H1a	Supported
H1b	Supported
H1c	Supported
H1d	Supported

The regression analysis indicates that communication efficiency has a significant positive relationship with project performance. The findings demonstrate that improving communication practices contributes to better project outcomes, including improved quality, reduced delays, better cost control, and higher achievement of project objectives.

4.6 Discussion of Findings and Connection with Literature

The findings of this study confirm that communication efficiency plays a significant role in improving project performance. The results support previous research emphasizing that effective communication reduces misunderstandings, improves coordination, and enhances cooperation among project stakeholders.

The findings are consistent with Kerzner (2022), who highlighted that communication is one of the most important success factors in project management. Effective communication allows project teams to exchange information accurately and make better decisions.

Furthermore, the results support Sekaran and Bougie (2016), who emphasized the importance of reliable measurement tools and systematic data analysis in evaluating organizational relationships.

The study findings also agree with previous project management literature, which indicates that poor communication is one of the main causes of project delays, conflicts, and failure. Therefore, organizations should develop clear communication strategies and improve information-sharing processes to increase project success.

4.7 Conclusion

This chapter presented the statistical analysis and discussion of the research findings regarding the relationship between communication efficiency and project performance. The results showed that communication efficiency has a significant positive effect on project outcomes.

The reliability analysis confirmed that the questionnaire was suitable for measuring the research variables. The descriptive statistics revealed high levels of communication efficiency and project performance among respondents. Additionally, hypothesis testing confirmed that information quality, communication timeliness, communication channels, and feedback positively influence project performance.

Overall, the findings highlight the importance of effective communication management as a key factor in achieving successful project implementation.

Additional References

- * Kerzner, H. (2022). Project Management: A Systems Approach to Planning, Scheduling, and Controlling (13th ed.). John Wiley & Sons.
- * Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach (7th ed.). John Wiley & Sons.
- * Project Management Institute. (2021). A Guide to the Project Management Body of Knowledge (PMBOK® Guide) (7th ed.). Project Management Institute.