

ABSTRACT

Nowadays, the garment industry is one of the most important to the third world trade, especially to the emerging countries. It is growing rapidly and is becoming more competitive. In today's highly competitive marketplace, good communication matters more than ever. Communication is the key related factor for organization development. Different styles of communication would also affect the process of the organization which the management needs effective communication.

This study was proposed to achieve five main objectives including (1) to study the communication process and work efficiency of the employees, (2) to analyze the critical factors for effective organizational communication, (3) to examine the relationship between communication process factors influencing the respondent's perception level of communication process, (4) to determine the relationship between the respondent's demographic profiles and communication process influencing factors and state of work efficiency, and (5) to come up with recommendation for appropriate OD intervention to improve communication and work efficiency in the company.

The independent variables consisted of six variables which were Channel, Encoding, Message, Decoding, Noise, and Feedback and the dependent variables consisted of four variables which were Understand, Pleasure, Improved Relationship, and Desired Action. To test the relationship of the variables, the research hypothesis was that there was a significant relationship between communication process and work efficiency.

For the research methodology, the researcher focused on structured interview with the help of closed-ended questionnaire which was applied for gathering primary

data from the target population. In this research, the population under this study was 80. Therefore, the research design used descriptive and correlation methods, which referred to any approach that attempts to describe the data. The appropriate tool applied to conduct this study was the questionnaire survey. SPSS program was used to analyze the data.

From the findings, the researcher could conclude that the staffs of this department needed to focus more on the written form of information, but most of the staffs finished their education from high school. They liked to use the verbal communication more than the memorandum. The employees were undecided that the message sent and message received in the company were accurate. They were undecided on the noise factors that the barriers to make job difficult got clear communication in their department. Referring to Pearson Correlation analysis, the information indicated that there was a significant relationship between communication process and work efficiency with a 2-tailed significance of .000 which is less than .01 ($p < .000$). Hence, the null hypothesis was rejected. There was a significant relationship between communication process and work efficiency. The correlation coefficient was .401 which indicated that communication process had a weak positive relationship at .401. The hypotheses were accepted relationship between communication process and work efficiency. Its showed that there were relationship between communication process and work efficiency in operation department in T.J.C company.