

## Abstract

The study aims to examine effective communication in the organization. As organization itself is composed of a social collectivity, coordinating activities, structure, environmental embeddedness, and organizational goals. In order to reach the organizational goals the heart of this is an effective communication. The purpose of this research is to improve communication process in Pacific Pipe Co., Ltd., and also to determine the relationship between respondents' demographic profiles and perception influencing factor and The research methodologies state of effective communication.

Sources of data gathered were communication process theories, perception process theories and effective communication theories. The questionnaire was an instrument. The questions were set up to comply with respondent's demographic profile independent variables of communication process, perception process and dependent variables of effective communication. Total enumeration was the sampling procedure with 100 respondents representing the total population. Data analysis was done through Statistical Package for Social Sciences (SPSS) by Descriptive Statistic of Frequency Distribution, Chi-square, and Pearson Correlation.

The finding showed that there were significant relationship between respondents' demographic profile and communication process in terms of work place and channel, educational level and channel, educational level and encoding, year of service and channel, year of service and encoding, year of service and message, year

of service and decoding, income and decoding. There was no significant relationship between respondents' demographic profile and perception process. There was significant relationship between communication process and effective communication. There was no significant relationship between perception process and effective communication. The practical recommendation were made including the suggestion of training programs. As these programs would be able to assist the employees to bring their perception process to connect with their communication process in order to gain accurate information concerning the organizational communication.

