

INTEGRATION OF GLOBAL NETWORK FOR VOICE  
AND DATA ENHANCEMENT TO WORK QUALITY

A thesis submitted to the Graduate School in partial  
fulfillment of the requirements for the degree  
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Universiti Utara Malaysia

BY

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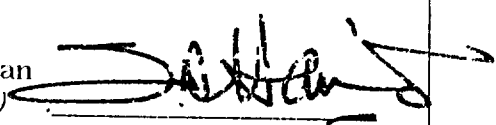
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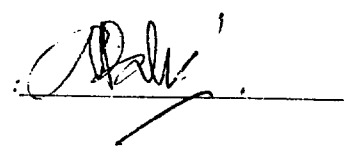
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# ABSTRAK

## (BAHASA MALAYSIA)

Kajian ini dijalankan dengan tujuan untuk menganalisa hubungan di antara rangkaian global bersepadu dan mutu kerja di dalam organisasi. Kajian juga dijalankan untuk mengetahui bagaimana keputusan dan pengawalan kos yang berkesan berkait dengan peralatan telekomunikasi dan cara berkomunikasi. Data primer diperolehi melalui soalselidik Likert-type style yang telah diedarkan kepada 100 orang responden untuk kategori pengurus atasan dan peringkat tengah di kawasan perindustrian Sungai Petani, Kedah Darul Aman. Kaedah penilaian data secara "Statistical Package for the Social Science" (SPSS) telah digunakan berserta penilaian diskriptif, penganalisaan faktor dan Pearson Correlation untuk menguji hipotesis yang berkaitan.

Dari penganalisaan, didapati bahawa 60% daripada responden bersetuju bahawa sistem komunikasi mempunyai kaitan dengan mutu kerja serta dibuktikan dengan ujian hipotesis yang signifikan untuk kedua-dua variabel. Peralatan telekomunikasi dan kaitannya dengan membuat keputusan adalah sebanyak 74% dan mempunyai hubungan yang signifikan antara keduanya. 57% daripada responden bersetuju bahawa cara berkomunikasi mempunyai kaitan dengan pengawalan kos yang berkesan dan juga telah dibuktikan dengan ujian korelasi yang signifikan terhadap hipotesis.

Hasil kajian menunjukkan bahawa dalam melayari era milenium yang semakin hampir, organisasi perlu bersedia untuk mengubah cara berkomunikasi sama ada dalaman atau luaran bagi meningkatkan mutu kerja dan seterusnya pencapaian keuntungan yang banyak. Kajian seterusnya haruslah dijalankan terhadap tajuk ini untuk memberi gambaran yang lebih jelas dan terperinci bagi menggalakkan organisasi menuju ke arah pembangunan perniagaan yang lebih maju.

# **ABSTRACT**

## **(ENGLISH)**

This study was undertaken to examine on the relationship between integrated global network and work quality in an organization. The study also examines on how decision making and cost effectiveness control relates to telecommunication equipment and method of communication used. The primary data was collected through Likert-type style questionnaires and were distributed to 100 respondents of the top and middle managers in the industrial area in Sungai Petani, Kedah Darul Aman. "Statistical Package for the Social Science"(SPSS) was used in analyzing the data obtained, descriptive analysis, factor analysis and Pearson Correlation were use to test the hypotheses.

This study shows that 60% of the respondents agrees that communication system and work quality are related and this is further proof by the hypotheses test which shows a significant results between the two variables. For telecommunication equipment which related with decision making, a 74% of agreeable responds were tabulated and also significantly related between the variables. An amount of 57% of the respondents agrees that method of communication relates to cost effectiveness control and further justified with the significance in the Correlation test of the hypotheses.

From the results, it can be concluded that with the new millenium just a few steps away, organization should be prepared to change the way organization communication whether internally or externally so as to enhanced work quality and relatively profit increment. Further studies in this research is to give a more detailed and precise picture of the subject matter in order to stimulate organization to a more sophisticated way of business development.

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## CHAPTER 1

### Introduction

#### **1.0 Definition Of Telecommunication**

A pioneer in the field of telecommunications, Alexander Graham Bell was born in 1847 in Edinburgh, Scotland. He moved to the United States, settling in Boston before beginning his career as an inventor. Throughout his life, Bell had been interested in the education of deaf people. This interest led him to invent the microphone and in 1876, his "electrical speech machine" which we now call a telephone. News of his invention quickly spread throughout the country even throughout Europe. By 1878, Bell had set up the first telephone exchange in New Haven, Connecticut. By 1884, long distance connections were made between Boston, Massachusetts and New York City.

Bell imagined great uses for his telephone but would he ever have imagined telephone lines being used to transmit video images? Since his death in 1922, the telecommunication industry has

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