

**THE ROLE OF COMMUNICATOR COMPETENCE ON EMPLOYEE
SATISFACTION**

BY

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This Thesis Presented in Partial Fulfillment of the Requirements for the Degree of
Masters of Science in Management information system

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APPROVAL

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DECLARATION

There are no studies and they are not communicator competence in Somalia.

This study will seek to determine the role of communicator competence on employee satisfaction at some selected companies in Mogadishu. **Md. Zahid Hasan Assistant Professor** Daffodil International University..

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ACKNOWLEDGEMENT

In the name of Allah, The Most Compassionate, The Most Merciful, Praise be Allah for
In Somalia, there are no studies and they are not communicator competence in Somalia.
This study will seek to determine the role of communicator competence on employee
satisfaction at some selected companies in Mogadishu.

For my beloved mother, **Farhio Adam Osman**,cousin,sisters & brother, thanks for your
In Somalia, there are no studies and they are not communicator competence in Somalia.
This study will seek to determine the role of communicator competence on employee
satisfaction at some selected companies in Mogadishu.

DEDICATION

I want Thanks my dear mother **Farhio Adam Osman** And my **Father Abdiaziz Ahmed jama** Also my Uncle **Muhiyidin Farah** and my wife **Furqan Ali Mohamed** a strong and gently soul who taught me to trust in Allah, believe in hard work and that so much could be done with little.

ABSTRACT

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This is the first chapter of the study and I want to focus on the following sections; background of the study, problem statement, research purpose, research objectives, research questions, scope of the study, significant of the study and the study operational definitions.

1.2 Statement of the problem

This study will seek to determine the role of communicator competence on employee satisfaction at some selected companies in Mogadishu.

In Somalia, there are no studies and they are not communicator competence in Somalia.

This study will seek to determine the role of communicator competence on employee satisfaction at some selected companies in Mogadishu.

In Somalia, there are no studies and they are not communicator competence in Somalia.

1.3 Purpose of study

This study will seek to determine the role of communicator competence on employee satisfaction at some selected companies in Mogadishu.

1.4 Specific objectives

The specific objectives of the study was achieved the following targets

- To determine the role of empathy on employee satisfaction at some selected companies in Mogadishu
- To identify the role of polite language on employee satisfaction at some selected companies in Mogadishu
- To identify the importance of respect on employee satisfaction at some selected companies in Mogadishu

1.5 Research questions

- What is the role of empathy on employee satisfaction at some selected companies in Mogadishu?
- What is the role of polite language on employee satisfaction at some selected companies in Mogadishu?
- What is the importance of respect on employee satisfaction at some selected companies in Mogadishu?

1.6 Significance of the study

This study is concerned with the Role of communicator competence towards on analyzing the process of adoption and use of communicator competence, in order to gain an understanding of the interplay between the customers and Employee satisfaction. The contribution of this research is to understand, based on theoretical assumptions, how the communicator competence can be institutionalized and also how it contributes to development.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

In order to be mutually beneficent to one another in a relationship, communication competence is a necessary tool which consists of cognitive, attitudinal, emotional and behavioral knowledge. In order to reach personal, educational, vocational and social goals, communication competence is a key quality that an individual needs in order to attain success in life. Leadership style was measured by the 20-item Leadership Style Questionnaire developed by [3]. The instrument measures the task and relational leadership styles.

2.2.1 The role of empathy on employee satisfaction

A respectful workplace is a safe place of employment where employees are valued, recognized, treated fairly, have clear expectations, and work harmoniously. Benefits of a respectful workplace include better morale, teamwork, lower absenteeism, lower turnover of staff, reduced worker's compensation claims, and better ability to handle change and recover from problems, work seems less onerous, and improved productivity. Positively viewed teams will retain and employ better staff.

2.2.2 The role of Polite Language on Employee Satisfaction

2.2.3 The importance of respect on employee satisfaction

chapter focuses on research methodologies adopted during this study, which involves data collection methods, procedures, sampling techniques used, target population, sample size and the administration of methodologies in this regard the research was conducted learning towards obtaining the required data in a systematic manner so as to further

CHAPTR THREE RESEARCHER METHODOLOGIST

3.1. Introduction

This study specifies the role of communicator competence on employee satisfaction. This chapter focuses on research methodologies adopted during this study, which involves data collection methods, procedures, sampling techniques used, target population, sample size and the administration of methodologies in this regard the research was conducted learning towards obtaining the required data in a systematic manner so as to further analyzed it to came up with actionable information

3.2 Research Design

The study was conducted through descriptive design. The researcher used this approach in order to describe and of communicator competence on employee satisfaction at some selected companies in Mogadishu. Using information gained from the questionnaire.

3.3 Research population

The population is the complete collection of all the elements (units) that are of interest in a particular investigation. The population of the study in this research will encompassed of 260 people we focus on Employee.

3.4 Sampling size

Was **157** respondents only.

The sample size will determine by using Slovene's formula for sample-size determination:

$$n = N / (1 + (N * e^2))$$

Where:

- N = Total Population
- n = Sample size
- e = level significance is 0.05

Substituting into the formula,

$$n = 260 / 1 + 260 * (0.05)^2 = 157 \text{ respondents}$$

3.5 Sampling procedure

The sample method was sample-random sampling; a sample random sampling was selected to collect information from accessible population from managers and key financial analysts.

3.6 Research Instrument

Questionnaire was suitable instrument to obtain information needed can easily described in writing. Since the sample size is fairly large and there is limited time, questionnaire considered ideal for collecting such data. It is suitable tool for collecting lot information over short period of time. Self developed questionnaire and close end questions was used in the study.

3.7 Research quality

3.7.1 Validity

3.7.2 Reliability

As a result, the SPSS reliability test would yield a CAC output that reveals the instruments' reliability. According to Reynaldo [21] a research instrument is reliable within the range of 0.7- 1.0.

3.8 Data gathering procedures

After the research questioner is approved the researcher will distribute the questioner with attached a letter of introduction from the respondents.

After receiving the questioners back, the researcher will analyze the collected data using by the SPSS data analyzing package.

3.9 Data Analysis

Such data will be used to analysis in the computer using by the program of statistical packaging for social science (SPSS). Once the data has been collected the questionnaire data was administered.

3.10 Ethical consideration

**CHAPTER FOUR
EXPERIMENTAL RESULTS AND DISCUSSION**

4.1 Introduction

4.3 Descriptive analysis

Table 1 4.1 Sex of respondents

What is your Gender?

	Freq	Per	Valid	Cumulative
Valid	Male	90	57.3	57.3
	Female	67	42.7	100.0
	Total	157	100.0	100.0

This Table 4.1 Show as that the sex distribution were 90(57.3%) male and 67(42.7%) female.

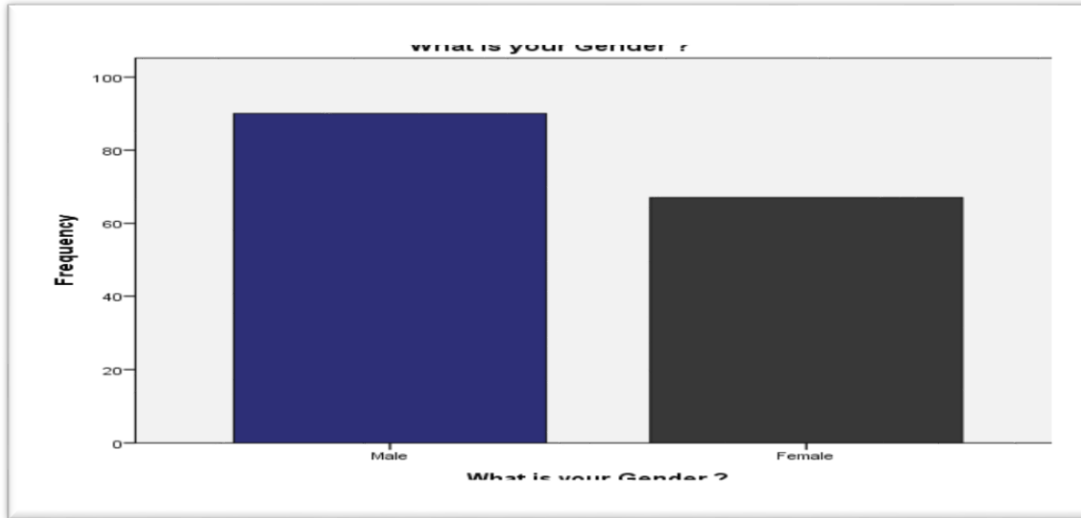


Figure 14.1 Sex of respondents

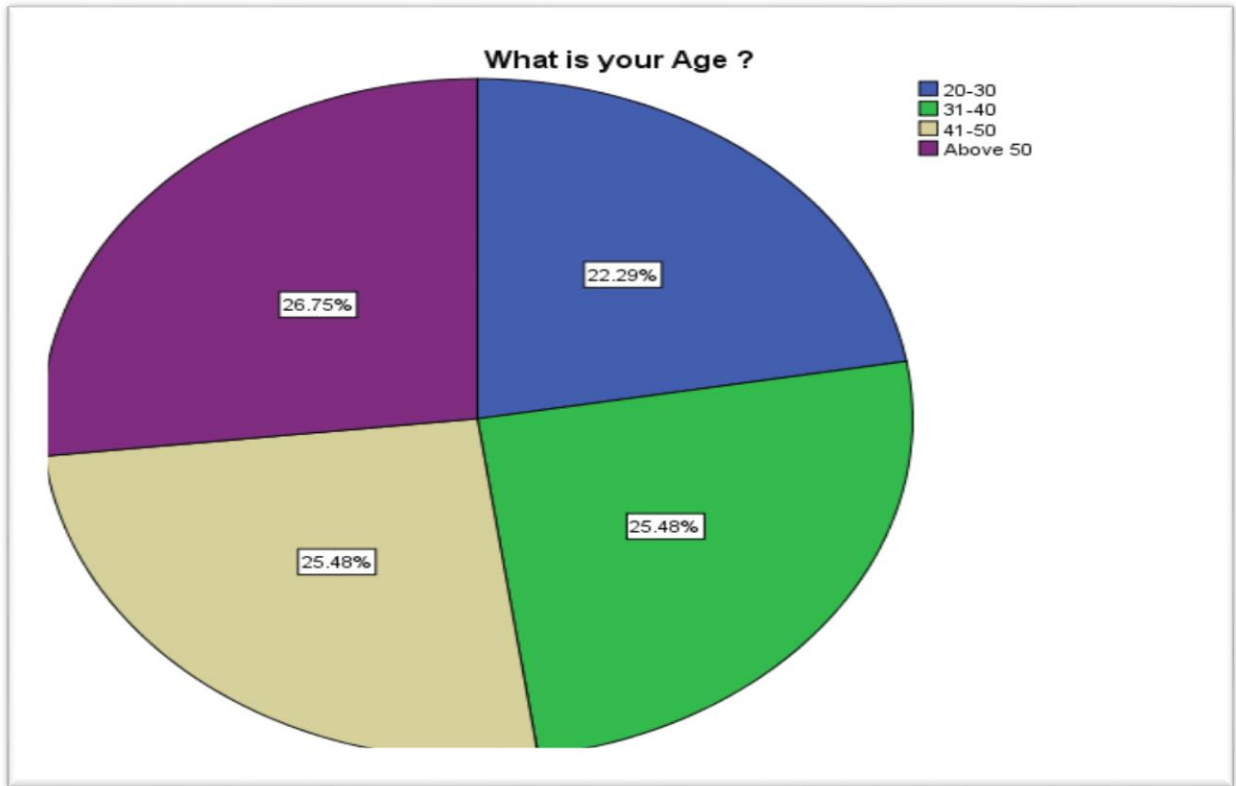
4.3.2 What is your Age?

Table 2 4.2 what is your Ag?

What is your Age?

	Freq	Per	Valid	Cumulative
20-30	35	22.3	22.3	22.3
31-40	40	25.5	25.5	47.8
Valid 41-50	40	25.5	25.5	73.2
Above 50	42	26.8	26.8	100.0
Total	157	100.0	100.0	

This Table 4.1 Show as 4.2 that the Age distribution were 35(22.3%) 20-30 and 40(25.5%) 31-40 and 40 (25.5%) 41-50 and 42(26.8%) Above50

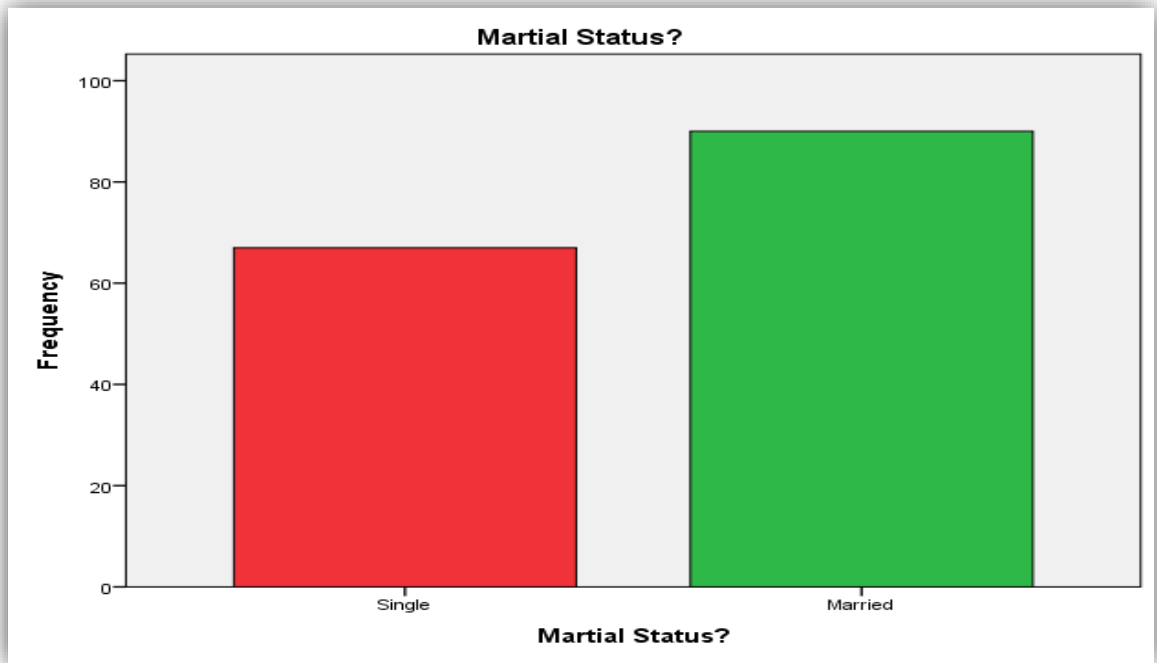


4.3.3 Martial Status

Table 3 4.3 Martial Status

	Freq	Per	Valid	Cumulative
Singler	67	42.7	42.7	42.7
Valid Marry	90	57.3	57.3	100.0
Totally	157	100.0	100.0	

The above table 4.3 shows 67(42.7%) respondents are single, and 90 (57.3%) respondents are Married,



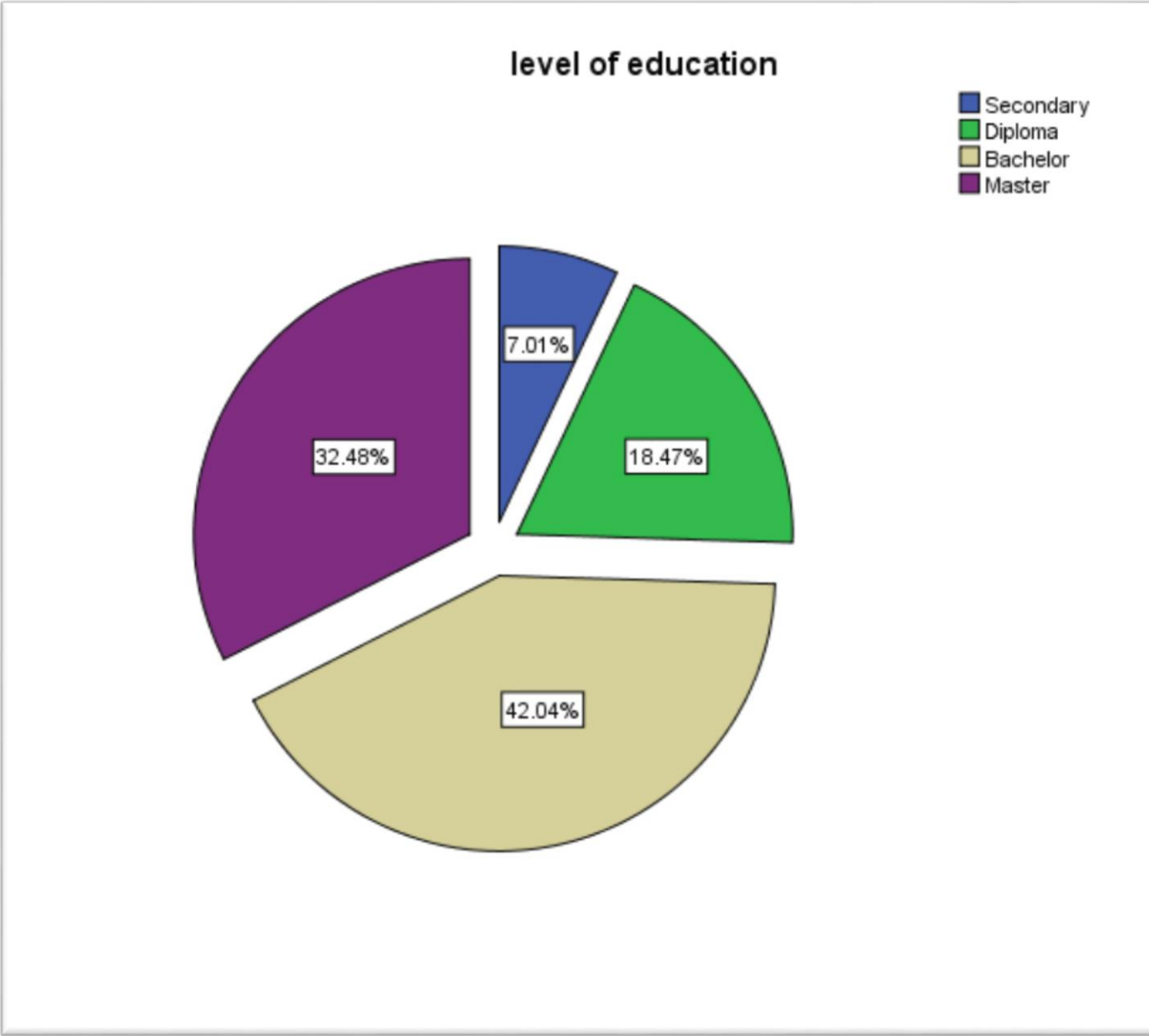
4.3.4 Level of education

Table 4 4.4 level of education

level of education

	Fre	Perc	Valid	Cumu
Secondary	11	7.0	7.0	7.0
Diploma	29	18.5	18.5	25.5
Valid Bachelor	66	42.0	42.0	67.5
Master	51	32.5	32.5	100.0
Total	157	100.0	100.0	

The above Table 4.4 indicates that the level of education were 11(7.0%) are secondary and 29(18.5%) Diploma and 66(42.0%) Bachelor and 51(32.5%) Master



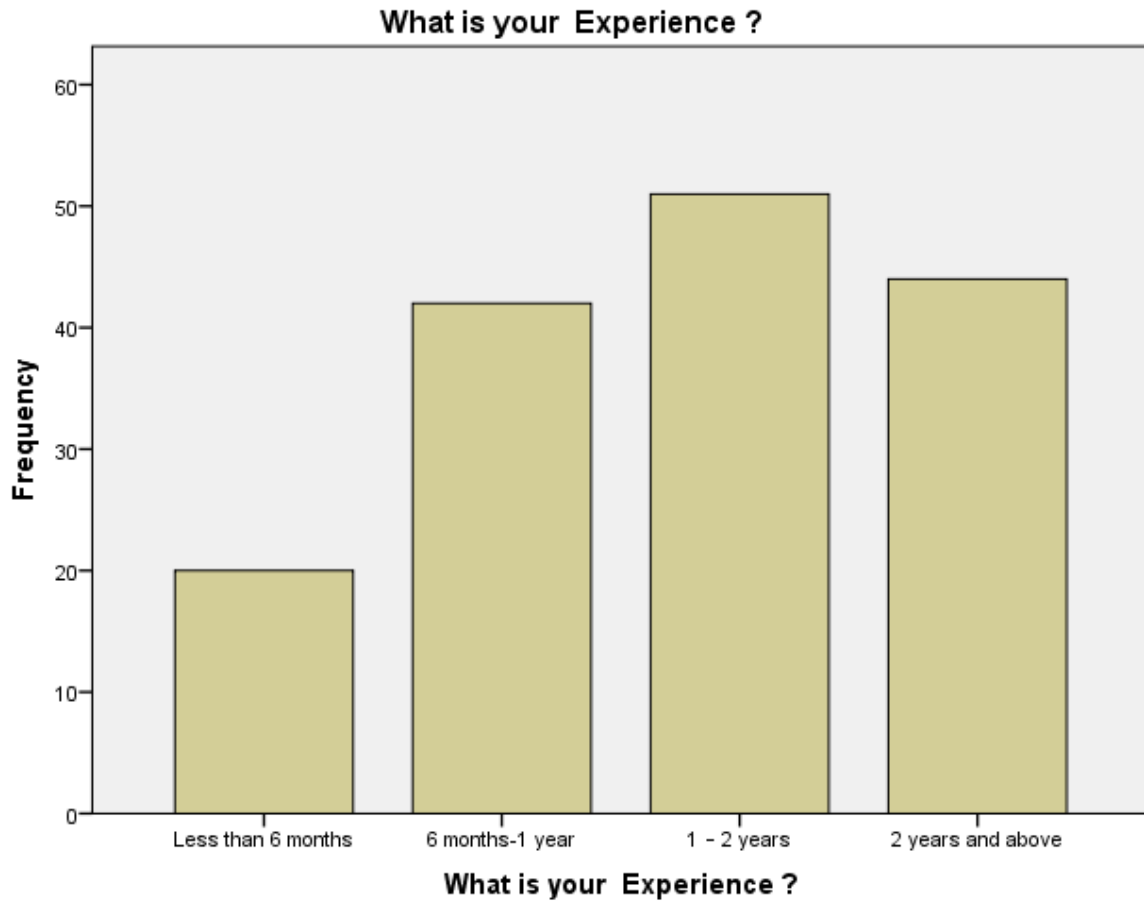
4.3.5 What is your Experience?

Table 5 4.5 what is your Experience?

What is your Experience?

	Fr	Per	Valid	Cumul
Less than 6 months	20	12.7	12.7	12.7
6 months-1 year	42	26.8	26.8	39.5
Valid 1 – 2 years	51	32.5	32.5	72.0
2 years and above	44	28.0	28.0	100.0
Total	157	100.0	100.0	

The above Table 4.5 indicates that the level of Experience were 20(12.7%) are less than 6months and 42(26.8%) six months-one year and 51(32.5%) one –two years and 44(28.0%) are two years and above



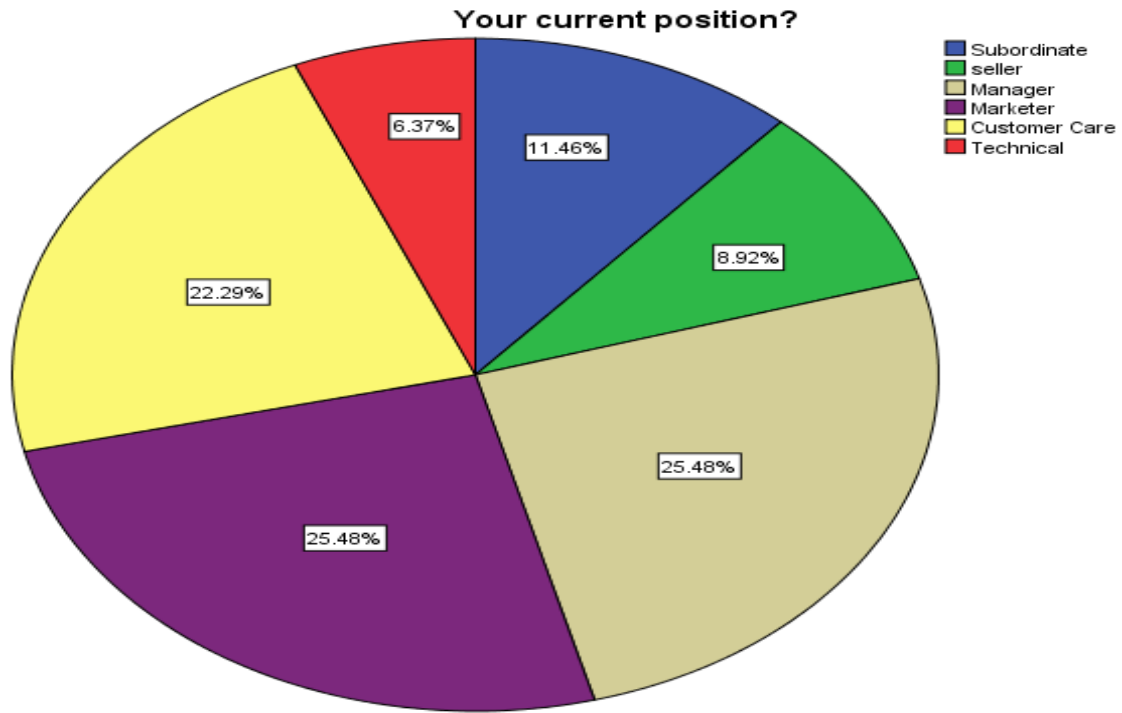
4.3.6 Your current position

Table 6 4.6 your current position

Your current position?

	Freq	Per	Valid	Cumulat
Subordinate	18	11.5	11.5	11.5
Seller	14	8.9	8.9	20.4
Manager	40	25.5	25.5	45.9
Marketer	40	25.5	25.5	71.3
Customer Care	35	22.3	22.3	93.6
Technical	10	6.4	6.4	100.0
Total	157	100.0	100.0	

The above Table 4.6 indicates that the 18(11.5%) are Subordinate and 14 (8.9%) seller and 40(25.5%) Manager and 40(25.5%) and 35(22.3%) are Customer care and 10(6.4%) Technical



4.3.7 Empathy signals employee satisfaction

Table 7 4.7 Empathy signals employee satisfaction

Empathy signals employee satisfaction

	Freq	Per	rcent	Cum
Strongly Agree	50	31.8	31.8	31.8
Agree	80	51.0	51.0	82.8
Disagree	27	17.2	17.2	100.0
Total	157	100.0	100.0	

The above Table 4.7 indicates that the 50(31.8%) Strongly Agree and 80(51.0%) Agree and 27 (17.2%) Disagree.



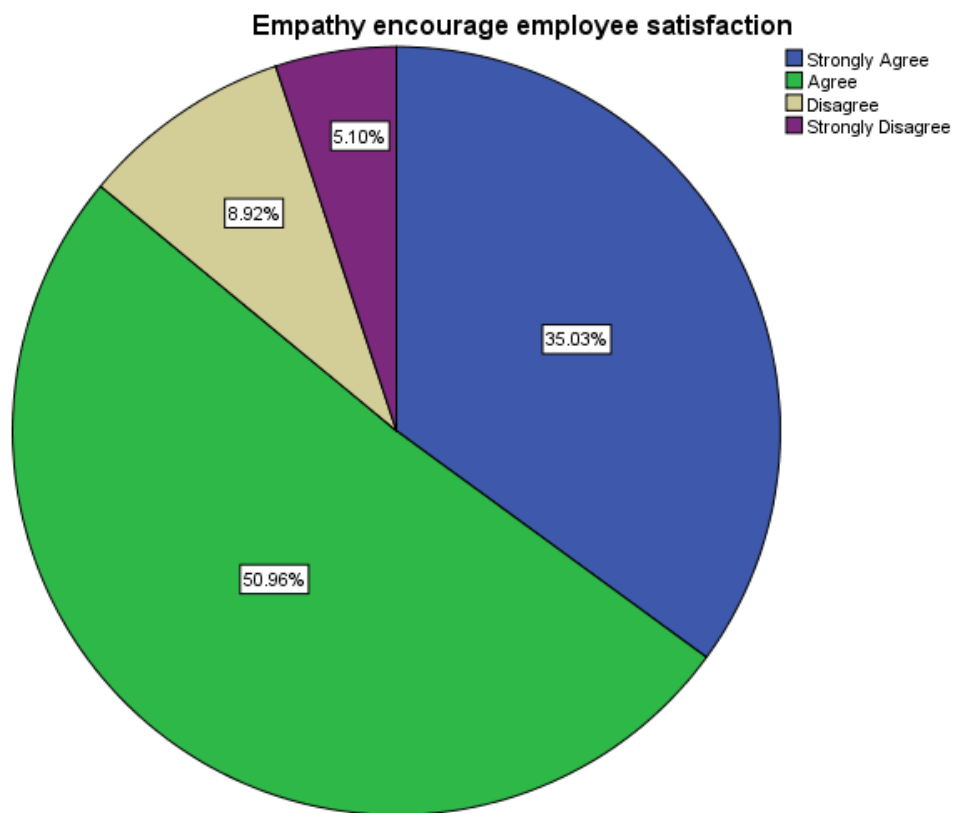
4.3.8 Empathy encourages employee satisfaction

Table Table 8 4.8 Empathy encourages employee satisfaction

Empathy encourages employee satisfaction

	Freq	Per	Valid	Cumula
Strongly Agree	55	35.0	35.0	35.0
Agree	80	51.0	51.0	86.0
Valid Disagree	14	8.9	8.9	94.9
Strongly Disagree	8	5.1	5.1	100.0
Total	157	100.0	100.0	

The above Table 4.8 indicates that the 55(35.0%) Strongly Agree and 80(51.0%) Agree and 14(8.9%) Disagree and 8(5.1%) Disagree.



4.3.9 Empathy results in employee satisfaction

Table 9 4.9 Empathy results in employee satisfaction

Empathy results in employee satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	60	38.2	38.2	38.2
Agree	90	57.3	57.3	95.5
Disagree	7	4.5	4.5	100.0
Total	157	100.0	100.0	

The above Table 4.9 indicates that the 60(38.2%) Strongly Agree and 90(57.3%) Agree and 7 (4.5%) Disagree.

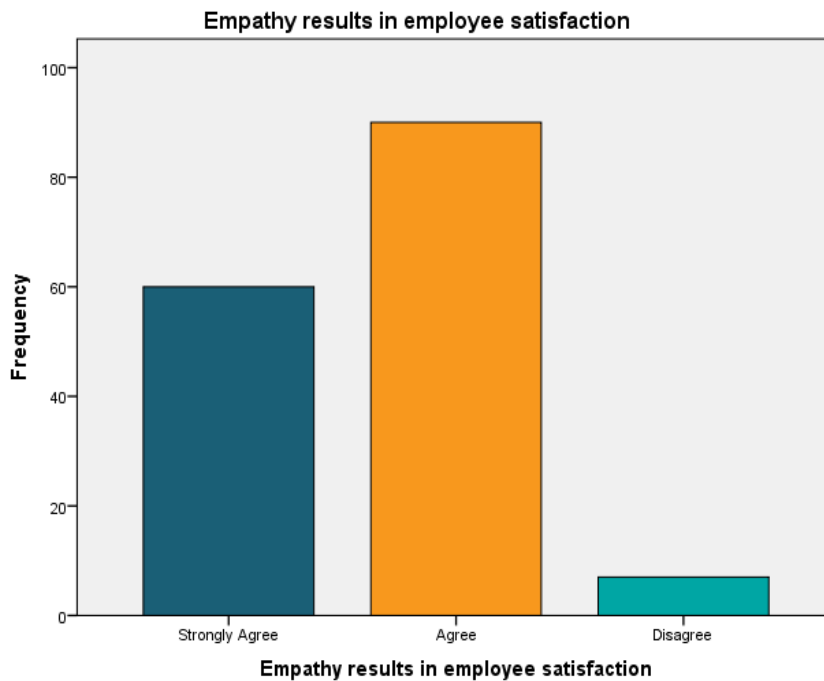


Figure 2 Figure 4.9 Empathy results in employee satisfaction

4.3.10 Empathy motivates employee satisfaction

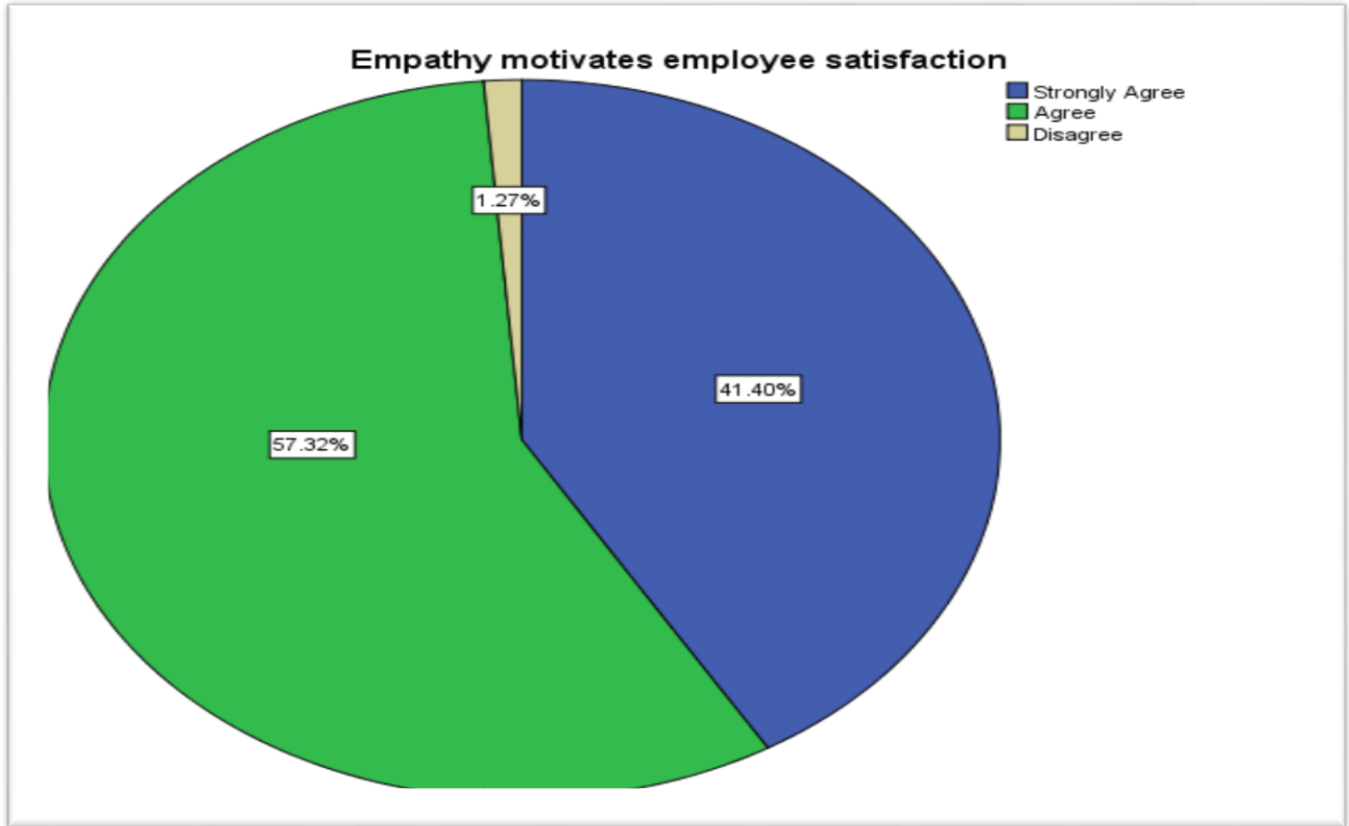
Table 10 4.10 Empathy motivates employee satisfaction

Empathy motivates employee satisfaction

	Freq	Per	Valid	Cumun
Strongly Agree	65	41.4	41.4	41.4
Agree	90	57.3	57.3	98.7
Disagree	2	1.3	1.3	100.0
Total	157	100.0	100.0	

The above Table 4.10 indicates that the 65(41.4%) Strongly Agree and 90(57.3%) Agree and 2 (1.3%) Disagree. This indicates the majority of respondents are Agree

The following figure 4.10 shows the graph of table 4.10.



4.3.11 Empathy has direct positive impact on employee satisfaction

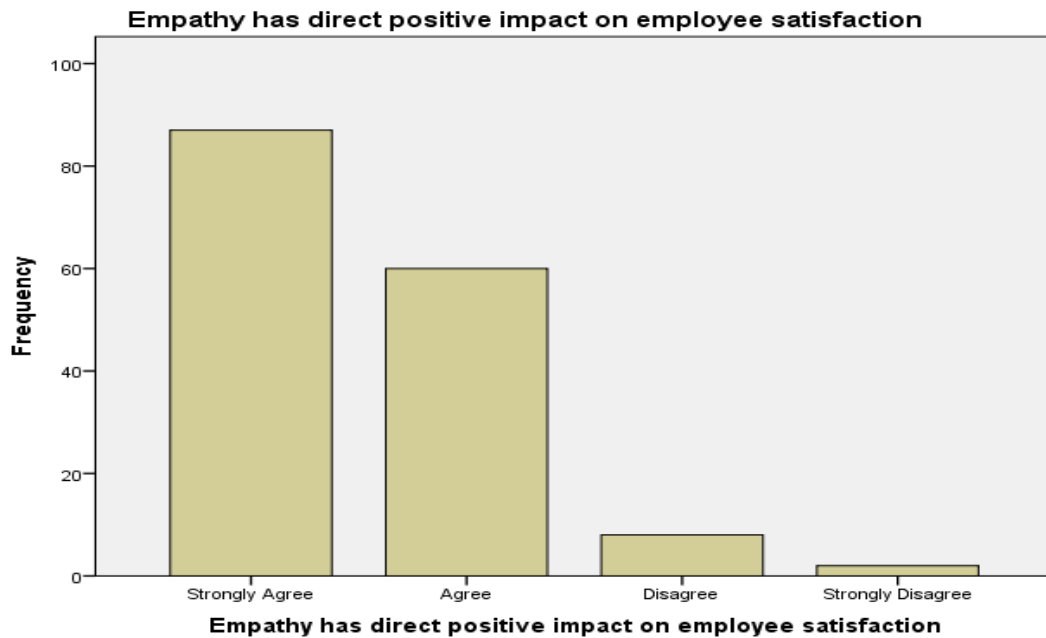
Table 11 4.11 Empathy has direct positive impact on employee satisfaction

Empathy has direct positive impact on employee satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	87	55.4	55.4	55.4
Agree	60	38.2	38.2	93.6
Valid Disagree	8	5.1	5.1	98.7
Strongly Disagree	2	1.3	1.3	100.0
Total	157	100.0	100.0	

The above Table 4.11 indicates that the 87(55.4%) Strongly Agree and 60(38.2%) Agree and 8(5.1%) Disagree and 2(1.3%) Strongly Disagree.

The following figure 4.11 shows the graph of table 4.11.



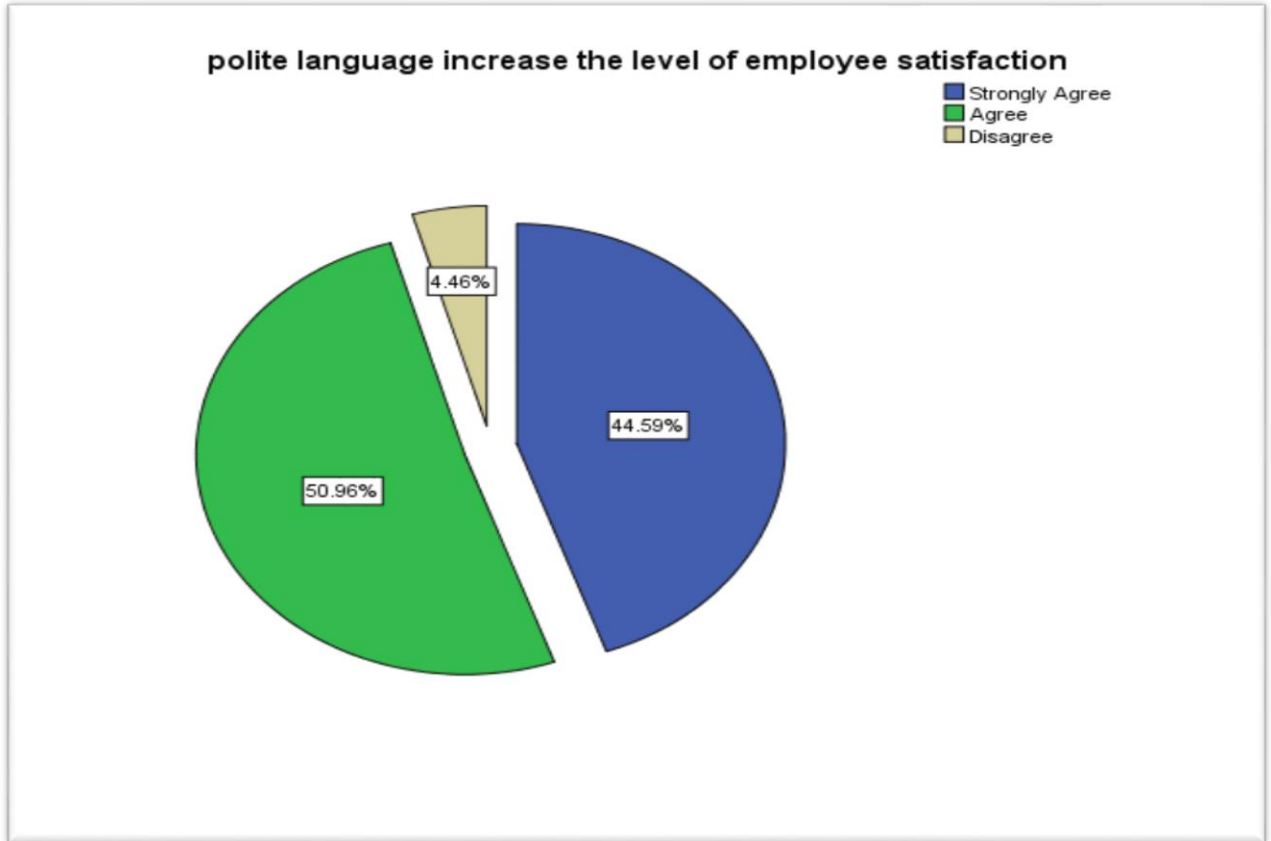
4.3.12 polite language increases the level of employee satisfaction

Table 12 4.12 polite language increase the level of employee satisfaction

polite language increase the level of employee satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	70	44.6	44.6	44.6
Agree	80	51.0	51.0	95.5
Disagree	7	4.5	4.5	100.0
Total	157	100.0	100.0	

The above Table 4.12 indicates that the 70(44.6%) Strongly Agree and 80(51.0%) Agree and 7(4.5%) Disagree.



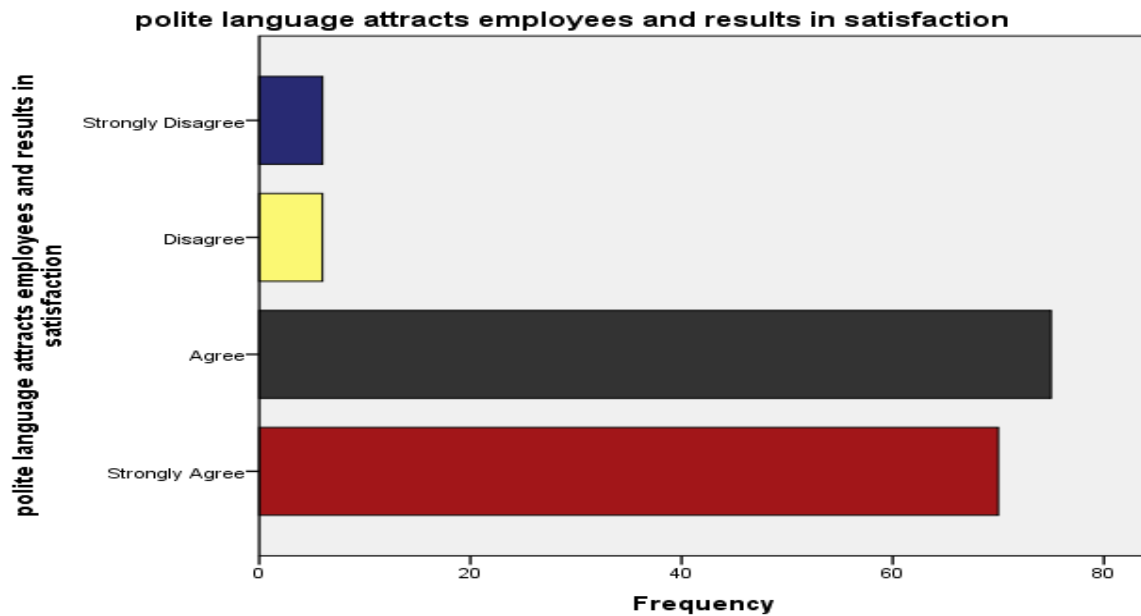
4.3.13 polite language attracts employees and results in satisfaction

Table 13 4.13 polite language attracts employees and results in satisfaction

polite language attracts employees and results in satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly	70	44.6	44.6	44.6
Ag	75	47.8	47.8	92.4
Valid Dis	6	3.8	3.8	96.2
Strong	6	3.8	3.8	100.0
Total	157	100.0	100.0	

The above Table 4.13 indicates that the 70(44.6%) Strongly Agree and 75(47.8%) Agree and 6(3.8%) Disagree and 6(3.8%) Strongly Disagree.



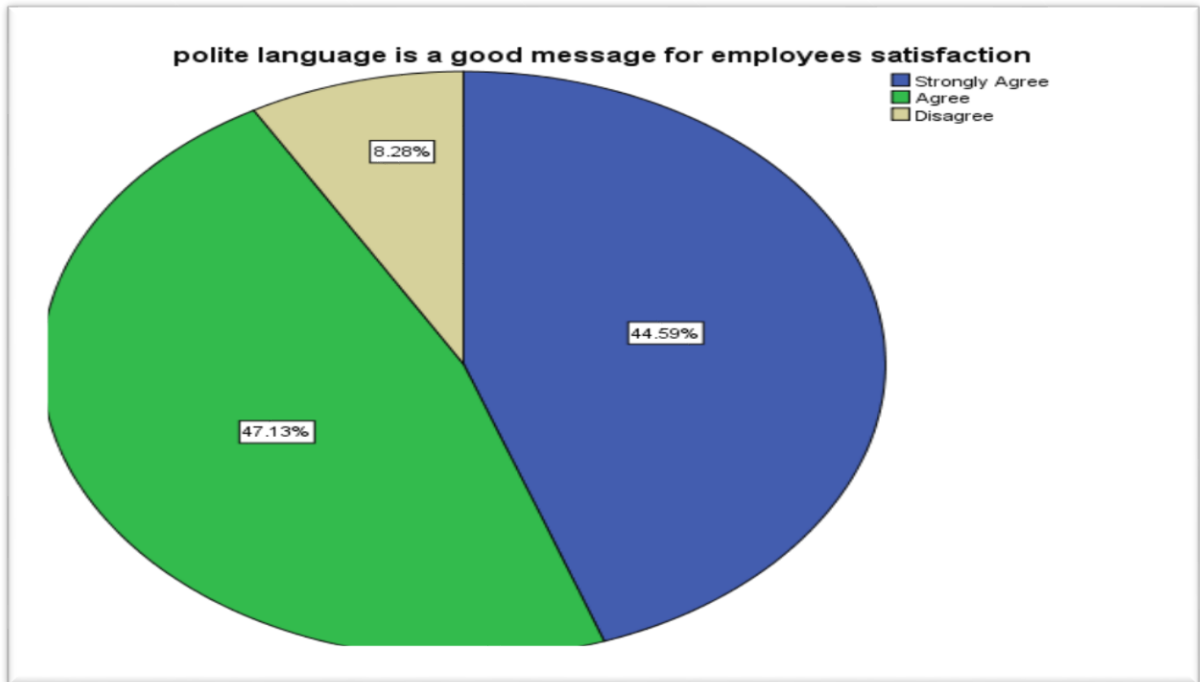
4.3.14 polite language is a good message for employee's satisfaction

Table 14 4.14 polite language is a good message for employee's satisfaction

polite language is a good message for employees satisfaction

	Freq	Perc	Valid	Cumula
Strong	70	44.6	44.6	44.6
Agreement	74	47.1	47.1	91.7
Disagree	13	8.3	8.3	100.0
Total	157	100.0	100.0	

The above Table 4.14 indicates that the 70(44.6%) Strongly Agree and 74(47.1%) Agree and 13(8.3%) Disagree



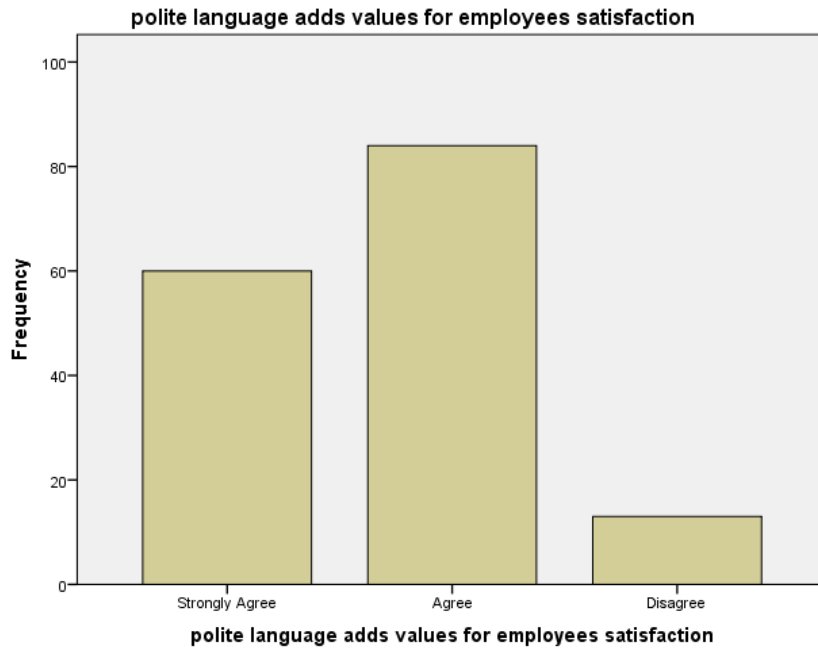
4.3.15 polite language adds values for employees satisfaction

Table 15 4.15 polite language adds values for employees satisfaction

polite language adds values for employees satisfaction

	Freq	Per	Vali	Cum
Strong	60	38.2	38.2	38.2
Agr	84	53.5	53.5	91.7
Disagree	13	8.3	8.3	100.0
Total	157	100.0	100.0	

The above Table 4.15 indicates that the 60(38.2%) Strongly Agree and 84(53.5%) Agree and 13(8.3%) Disagree.



4.3.16 polite language advances employees satisfaction

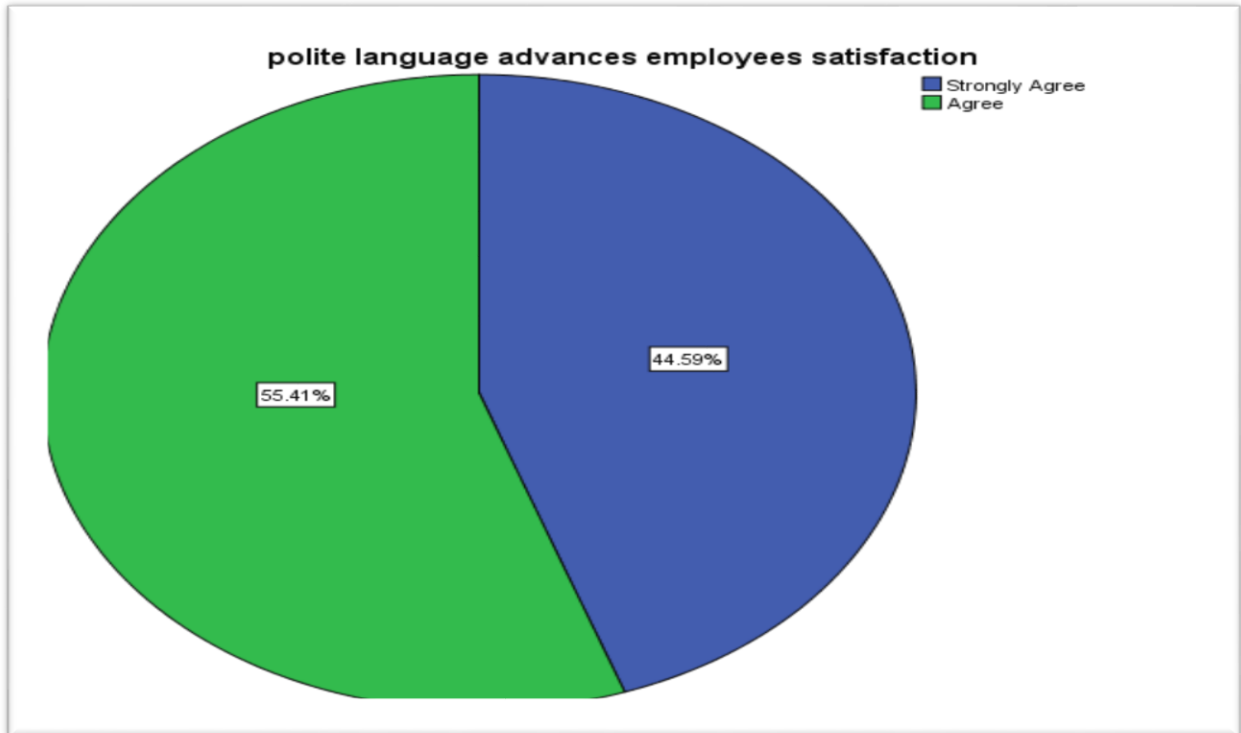
Table 16 4.16 polite language advances employees satisfaction

polite language advances employees satisfaction

	Freq	Perc	Valid	Cumulative
Strongly	70	44.6	44.6	44.6
Valid Agree	87	55.4	55.4	100.0
Total	157	100.0	100.0	

The above Table 4.16 indicates that the 70(55.4%) Strongly Agree and 87(55.4%)

The following figure 4.16 shows the graph of table 4.16.



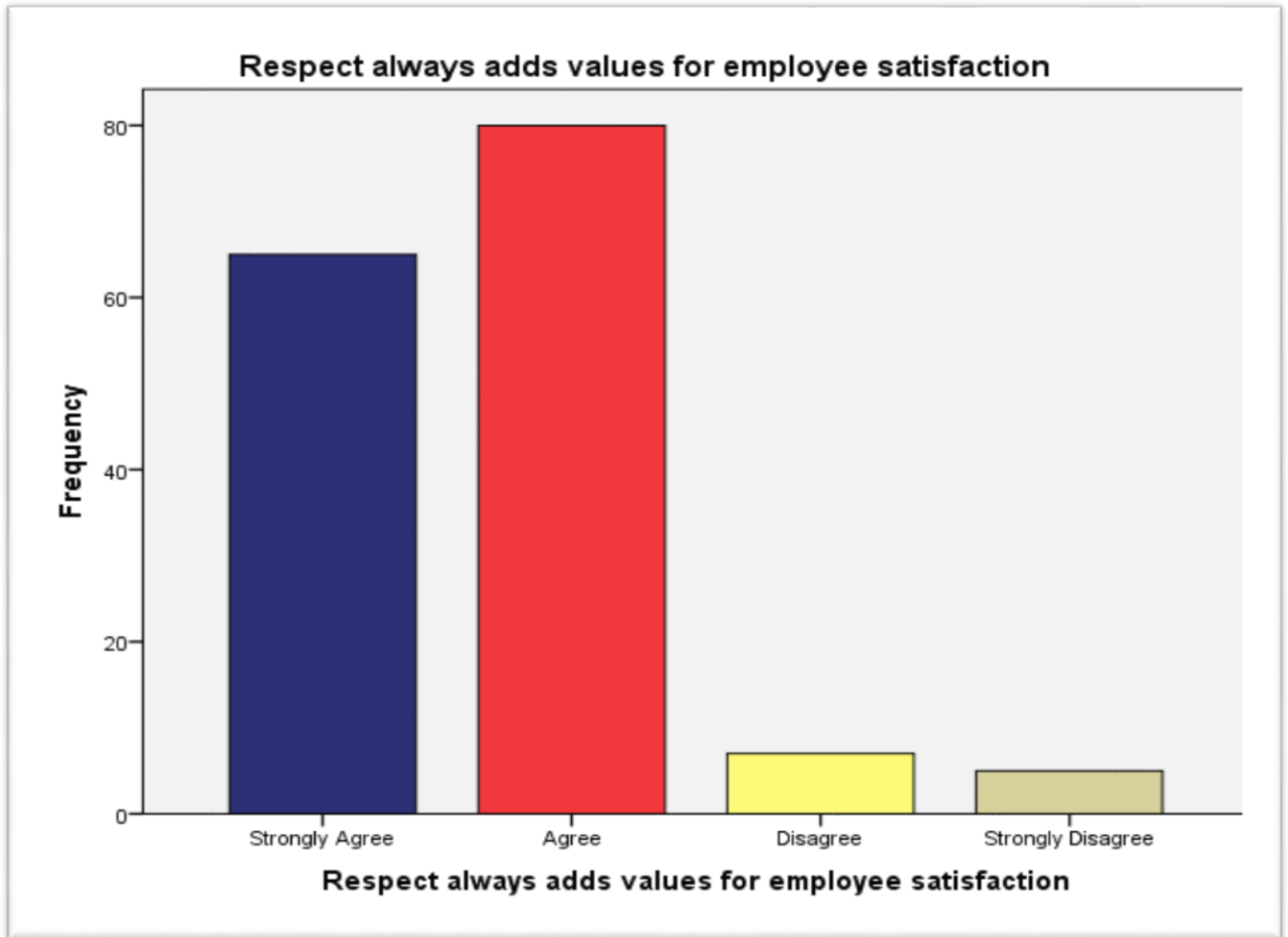
4.3.17 Respect always adds values for employee satisfaction

Table 17 4.17 Respect always adds values for employee satisfaction

Respect always adds values for employee satisfaction

	Fre	Per	Valid	Cumulativ
Stro	65	41.4	41.4	41.4
Ag	80	51.0	51.0	92.4
Valid Disag	7	4.5	4.5	96.8
Strongly	5	3.2	3.2	100.0
Total	157	100.0	100.0	

The above Table 4.17 indicates that the 65(41.4%) Strongly Agree and 80(51.0%) Agree and 7(4.5%) Disagree and 5(3.2%) Strongly Disagree



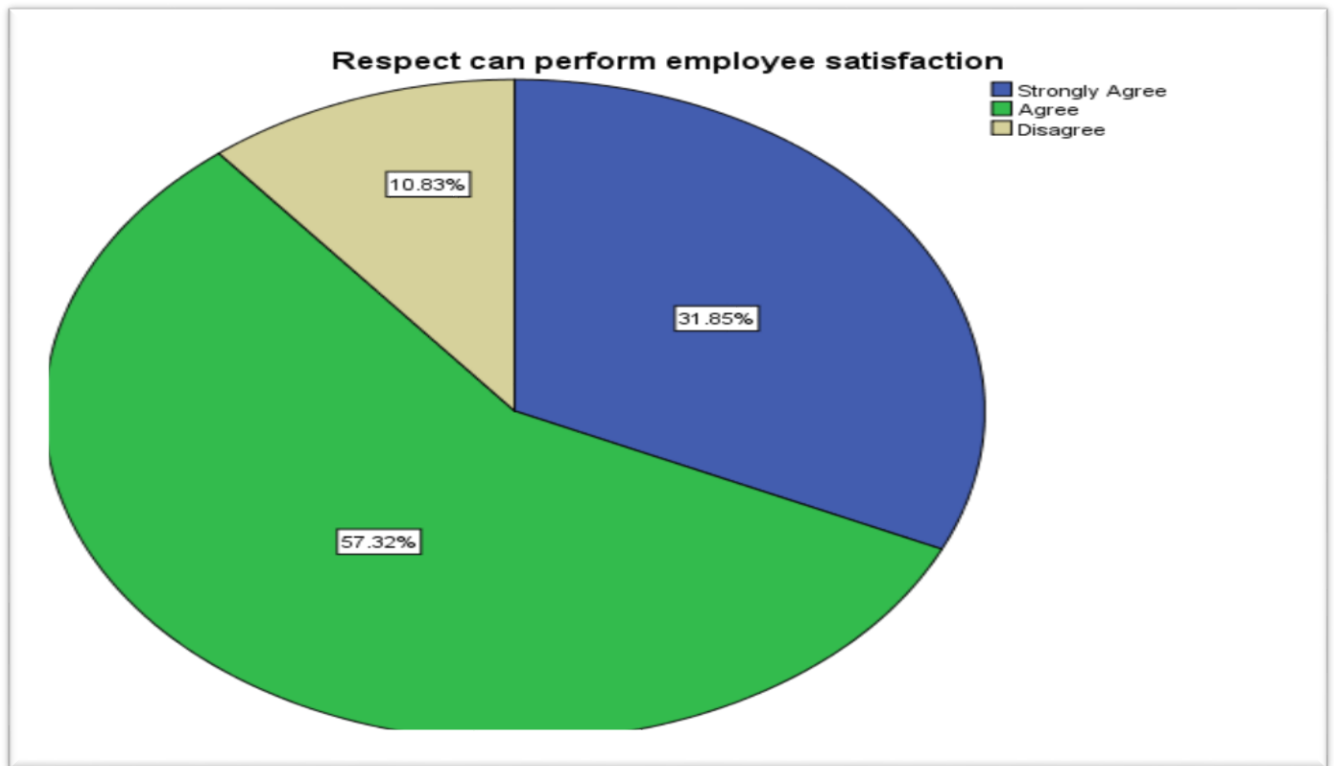
4.3.18 Respect can perform employee satisfaction

Table 18 4.18 Respect can perform employee satisfaction

Respect can perform employee satisfaction

	Freq	Perc	Valid	Cumulat
Stro	50	31.8	31.8	31.8
Age	90	57.3	57.3	89.2
Disa	17	10.8	10.8	100.0
Total	157	100.0	100.0	

The above Table 4.18 indicates that the 50(31.8%) Strongly Agree and 90(57.3%) Agree and 17(10.8%) Disagree.



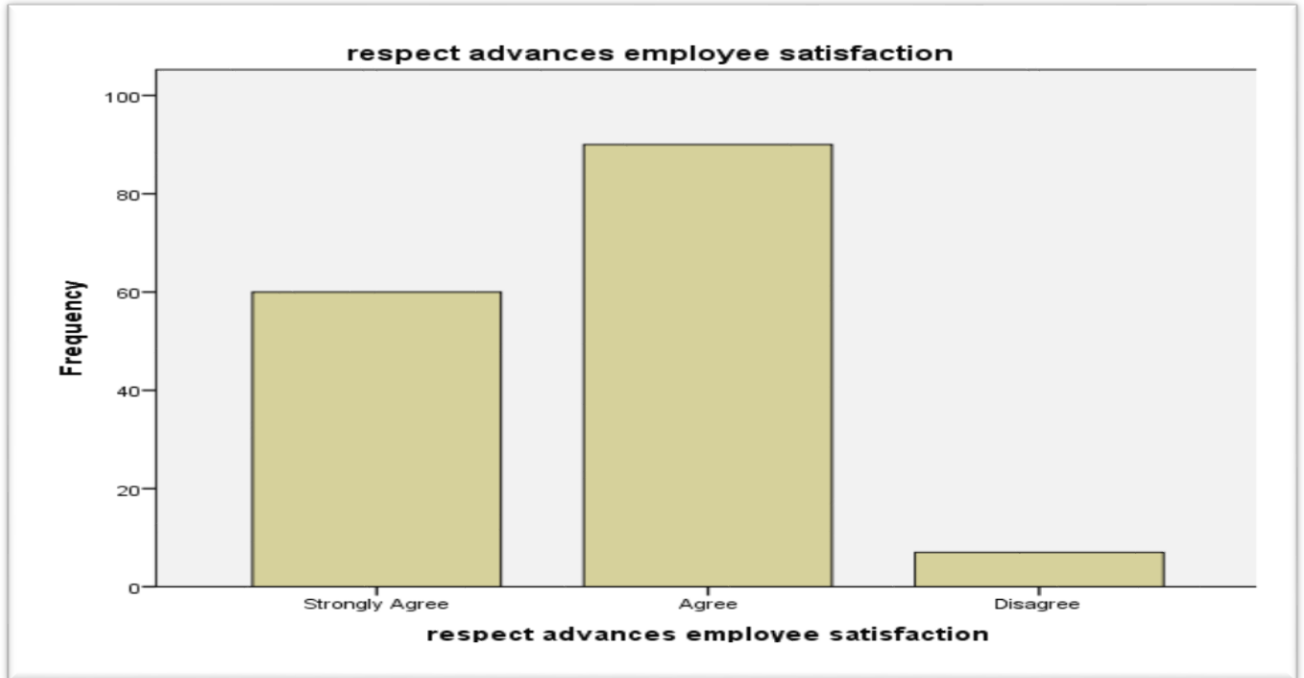
4.3.19 respect advances employee satisfaction

Table 19 4.19 respect advances employee satisfaction

respect advances employee satisfaction

	Freq	Per	Valid	Cumulative
Stro	60	38.2	38.2	38.2
Ag	90	57.3	57.3	95.5
gree	7	4.5	4.5	100.0
Total	157	100.0	100.0	

The above Table 4.19 indicates that the 60(38.2%) Strongly Agree and 90(57.3%) Agree and 7(4.5%) Disagree.



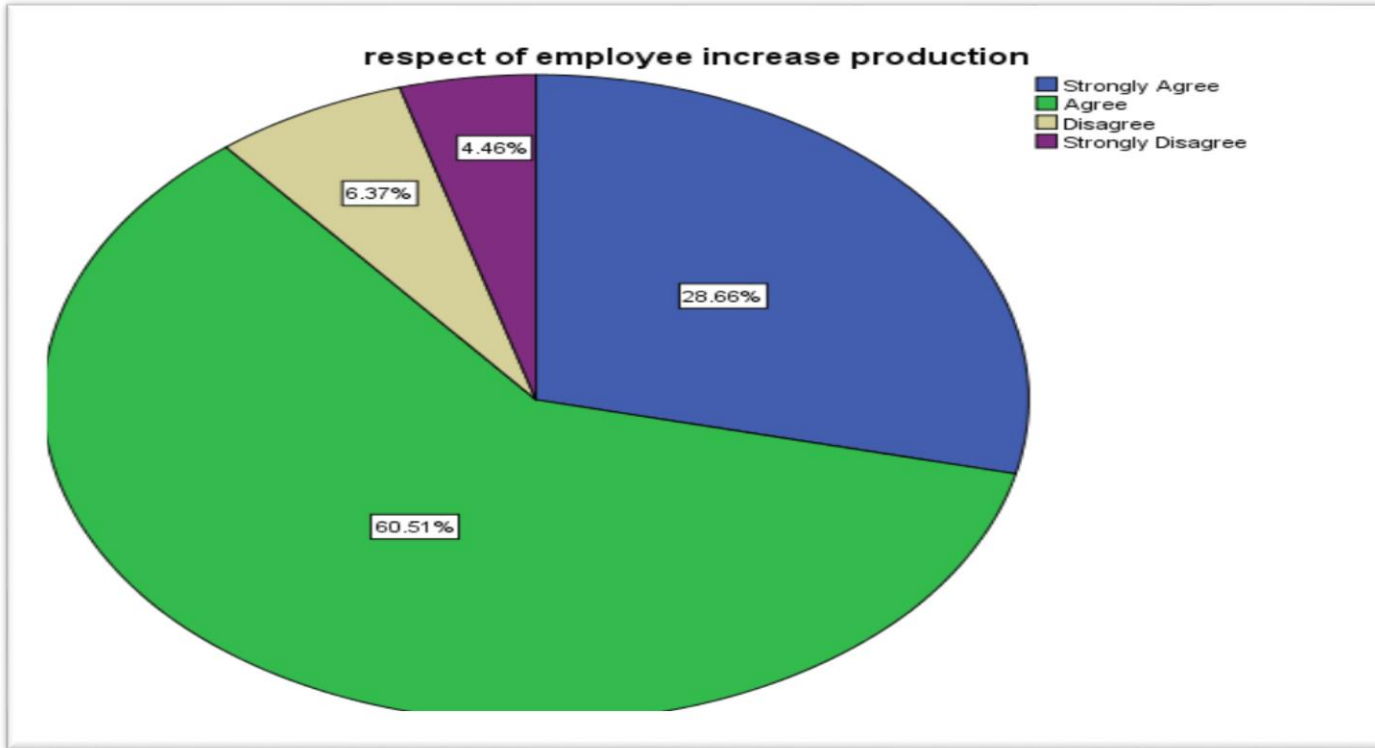
4.3.20 respect of employee increase production

Table 20 4.20 Respect of employee increase production

respect of employee increase production

	Fre	percent	Valid	Cumulative
Strong	45	28.7	28.7	28.7
Agree	95	60.5	60.5	89.2
Valid Dis	10	6.4	6.4	95.5
Strongly	7	4.5	4.5	100.0
Total	157	100.0	100.0	

The above Table 4.20 indicates that the 45(28.7%) Strongly Agree and 95(60.5%) Agree and 10(6.4%) Disagree and 7(4.5%) Strongly Disagree.



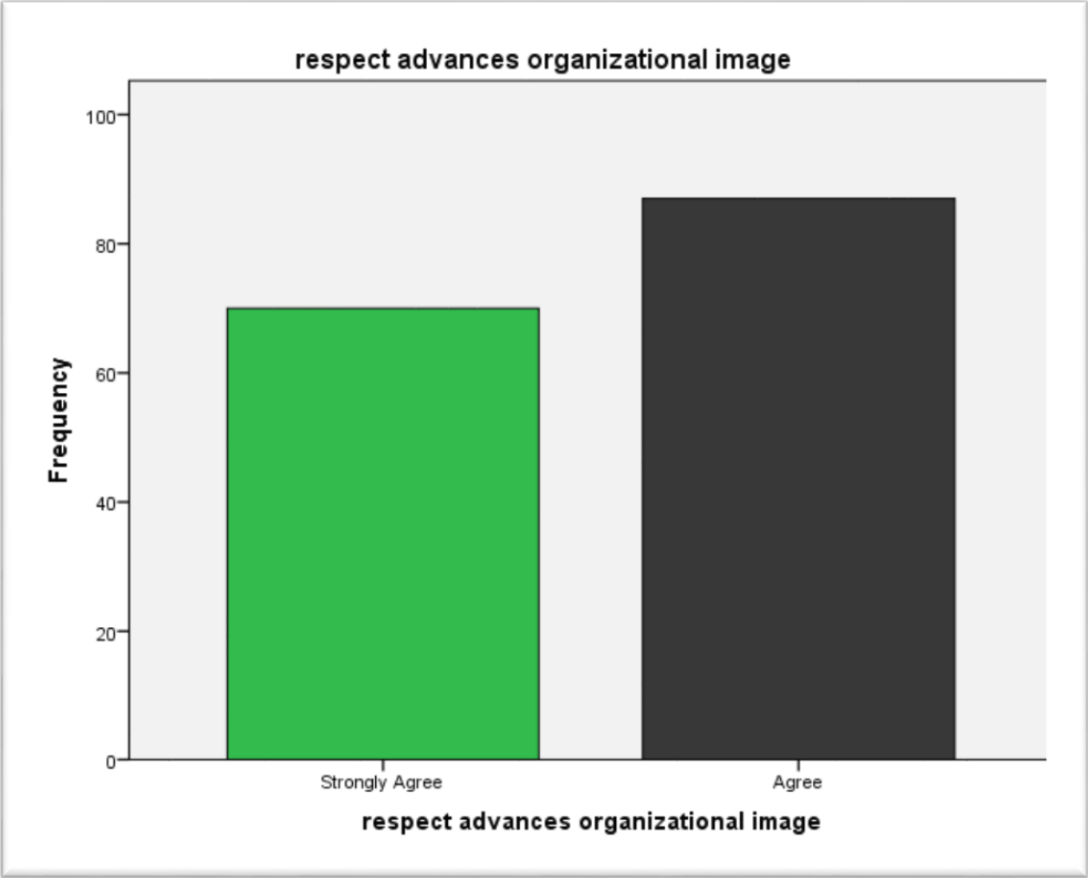
4.3.21 respect advances organizational image

Table 21 4.21 respect advances organizational image

respect advances organizational image

	Freq	Per	Valid	Cumul
Strongly Agree	70	44.6	44.6	44.6
Valid Agree	87	55.4	55.4	100.0
Total	157	100.0	100.0	

The above Table 4.21 indicates that the 70(44.6%) Strongly Agree and 87(55.4%) Agree.



CHAPTER FIVE

SUMMARY OF THE STUDY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

There are several findings that have been established in this study about the role of communicator competence on employee satisfaction at some selected companies in Mogadishu

5.2 The major finds of the study

There are several findings that have been established in this study about the role of communicator competence on employee satisfaction at some selected companies in Mogadishu

In this section of the research is discussing from structured general purpose of the study concerns the role of communicator competence on employee satisfaction at some selected companies in Mogadishu. While the specific objectives of the study was To the role of empathy on employee satisfaction to the role of polite language on employee satisfaction and the importance of respect on employee satisfaction

The findings show that the profile variables of the respondents covered in the study include their age, marital status, gender, and level of education as summarised in Tables 4.1- 4.6. Concerning age, all the respondents were between 18-40 years and thus mature enough to be in a position to contribute information about the role of empathy on employee satisfaction. With regard to the role of polite language on employee satisfaction the importance of respect on employee satisfaction, the researcher has considered gender balance so as to collect information both male and female equally, to give consideration for each. In case of level of education, almost, the respondents were formally educated enough and fairly competently respond to questions about the role of communicator competence on employee satisfaction at some selected companies in Mogadishu.

This objective of this study was to ascertain to investigate the role of empathy on employee satisfaction. Data analysis and results revealed the following findings under this objective. The study showed to investigate the role of empathy on employee satisfaction and they agree that the impact is high. The study found that mean 2.38 and standard deviation 1.15 indicates that the role of empathy on employee satisfaction and

this result indicates that To investigate the role of empathy on employee satisfaction in the selected area was not high.

This objective determines to determine the role of polite language on employee satisfaction. The respondents were asked questions related how the role of polite language on employee satisfaction. In addition, their responses were positive way. The means of the data items with their respective standard deviations are provided in the table in chapter 4.3The study found that mean 2.262and standard deviation 0.934 indicates that the effect of funding for terrorist groups has a To the role of polite language on employee satisfaction. The selected location was not high.

This objective determines To the importance of respect on employee satisfactionthe respondents was asked questions related how the importance of respect on employee satisfaction and their responses were positive way. The means of the data items with their respective standard deviations are provided in the table in chapter 4.4The study found that mean 2.362and standard deviation 1.065 indicates that the effect of funding for terrorist groups has a To the importance of respect on employee satisfaction the selected location was not high.

5.3 Conclusion

This study was examining the role of communicator competence on employee satisfaction at some selected companies in Mogadishu. The sample size was 157 contains employees and managers in Mogadishu;

The study was conducted through a descriptive design; the objective of the study to determine determination of marketing strategic on starting success business at some selected companies in Mogadishu, Somalia .While the specific objectives of the study was To investigate the role of empathy on employee satisfaction., To the role of polite language on employee satisfaction. While the specific objectives of the study. And To determine the importance of respect on employee satisfactionthe

5.4 Recommendation

It is now very obvious that there is the Role of foreign intervention on political conflicts in Somalia. Such establishments can easily implement in its routine operations. Obviously, it has some shortcomings, although those may be minimal. Therefore, the process of employee turnover in the organizations should:

- ❖ Though empathy on employees is part of the satisfaction in terms of employees, it is advised to treat with kindly negotiation to change their minds instead of fighting against them.
- ❖ It is obligated on organizations to treat as polite language in terms of satisfaction so as to respect their basic believes
- ❖ As people different in terms of respect, it is common phenomenon to be added an account when it comes to employee satisfaction
- ❖ The researcher suggests that to behave in correct manner in order to improve the communication inside the organization.

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Research Questioners

I am student, currently preparing Master of Management Information System Ms. in MIS at Daffodil international University conducting a research paper about the role of communicator competence on employee satisfaction at some selected companies in Mogadishu.

Dear Sir/Madam, kindly help to fill this questionnaire guide. I am pleased to inform that you have been selected to participate in my study. The questionnaire is purely for academic purpose and your participation is voluntary. Please tick or fill in the blank spaces in the table or brackets against any of the alternative response items provided for each of the questions.

Section 1: Background Information

Please provide your personal information in the questionnaire and tick () where appropriate:

1. Gender

Male

Female

2. Age

20-30

31-40

41-50

over 50 years

3. Marital issues

Single

Married

Divorced

4. Your level of education

Secondary

Diploma

Bachelor

Master Degree

5. Experience

Less than 6 months	<input type="text"/>	6 months-1 year	<input type="text"/>
1 – 2 years	<input type="text"/>	2 years and above	<input type="text"/>

6. Your current position

Subordinate	<input type="text"/>	seller	<input type="text"/>
Manager	<input type="text"/>	Marketer	<input type="text"/>
Customer Care	<input type="text"/>	Technical	<input type="text"/>

Section Two: The role of empathy on employee satisfaction

No	Elements	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Empathy signals employee satisfaction				
2	Empathy encourage employee satisfaction				
3	Empathy results in employee satisfaction				
4	Empathy motivates employee satisfaction				
5	Empathy has direct positive impact on employee satisfaction				

Section Three: The role of polite language on employee satisfaction

No	Elements	Strongly Agree	Agree	Disagree	Strongly Disagree
1	polite language increase the level of employee satisfaction				
2	polite language attracts employees and results in satisfaction				
3	polite language is a good message for employees satisfaction				
4	polite language adds values for employees satisfaction				
5	polite language advances employees satisfaction				

Section Four: The importance of respect on employee satisfaction

No	Elements	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Respect always adds values for employee satisfaction				
2	Respect can perform employee satisfaction				
3	respect advances employee satisfaction				
4	respect of employee increase production				
5	respect advances organizational image				

Thank you for your kind co-operation