A research on the relationships between organization communication, communication media and employee

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ABSTRACT

Since the Employee Organization Citizenship Behavior is an importance factor to company, therefore many researches were focus on what's reason and attitude will cause the employee generate the Employee Organization Citizenship Behavior. Organization Communication can approach the organization members' common sense and driven Employee Organization Citizenship Behavior. But what is the different if we use the different Communication Media on Organization Communication? It is the topic of this research would like to deals with. The methodology of this research will consist of three variables: Independent Variable (Organization Communication), Moderate Variable (Communication Media) and Dependent Variable (Employee Organization Citizenship Behavior). The questionnaires are distributed to different company. The results are as follows. The Organization Communication has a positive effect on Employee Organization Citizenship Behavior. The Communication Media has an interference effect on Organization Communication to Employee Organization Citizenship Behavior. According to the results, we would like to have some suggestions for the company manager: 1. The manager should conduct the Organization Communication more often. That will give the employee more encourage to improve their work and Employee Organization Citizenship Behavior. And the feedback will gain the company affection. 2. The manager should use different Communication Media on different affair. Especially, the manager should use the face to face communication on personnel affair.

Keywords: Organization Communication   Communication Media   Employee Organizational Citizenship Behavior

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