iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 6 **Issue:** V **Month of publication:** May 2018

DOI: http://doi.org/10.22214/ijraset.2018.5221

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 6.887
Volume 6 Issue V, May 2018- Available at www.ijraset.com

Analyzing the Influence of Stakeholders Perception on Construction Project

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Abstract: Stakeholder Management seems a major concerns coming ahead in the construction projects and they seems to be a major source of uncertainty in construction project. The connection and relationships between stakeholders largely determine the overall performance of a construction project, and have main duty for delivering a project to successful completion. The success of construction project management can be influenced by tackling stakeholders' expectations and defining appropriate engagement procedures to meet the key stakeholders' perceptions and expectations for the benefit of the project. This research aims to identify and evaluate the stakeholders' perception for effective stakeholder management of construction projects in the south Gujarat region of India. Various perceptions of stakeholder were explored and listed after various literature review and pilot study with the experts. Questionnaire survey is carried out among key stakeholders in the construction industry and an analysis is done using SPSS tool which will indicate the essential stakeholder perceptions.
Key Word: Stakeholder, Perception of Stakeholder, Stakeholder Management, Influence

I. INTRODUCTION

Stakeholder management has been considered of great importance since past several decades. There are so many papers publish in the domain of stakeholder management. It seems that in so many manufacturing industries it helped in improving the process, but still construction industry has poor records.

A. What is Stake? - "A stake is an Interest or a Share in an Undertaking".

A person, group or organization that has interest or concern, and can either affect or be affected by the business/project. The primary stakeholders in a typical corporation are its investors, employees and customers. However, the modern theory of the idea goes beyond this original notion to include additional stakeholders such as a community, government or trade association.

B. Stakeholder Management

Stakeholder management is the process of managing the expectation of anyone that has an interest in a project or will be effected by its deliverables or outputs. Effective Stakeholder Management creates positive relationships with stakeholders through the appropriate management of their expectations and agreed objectives. Stakeholder management is a process and control that must be planned and guided by underlying principles.

Stakeholders can be *internal* or *external.* Internal stakeholders are people whose interest in a project/company comes through a direct relationship, such as through employment, ownership or investment. External stakeholders are those people who do not directly work with a project/company but are affected in some way by the actions and outcomes of said business. Suppliers, creditors and public groups are all considered external stakeholders.

Project success is about defining the criteria by which the process of delivering the project is successful. Essentially this addresses the classic "are we on time, budget, on scope, quality?" It is limited to the duration of the project and success can be measured as soon as the project is officially completed.

II. PROBLEM STATEMENT

A. In order to achieve a successful project outcome, the project manager must be expert at managing the interests of multiple stakeholders throughout the entire project management process.

B. The key to successful project relationships management is in understanding that, different stakeholders have different perceptions to the project and different definitions of success.

C. The project's success or failure is strongly influenced by both the expectations and perceptions of its stakeholders, and the capability and willingness of project managers to manage it within organizational policies.

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III. METHODOLOGY

The objectives of this research is to explore and study the perception of the stakeholders on the construction project, and to evaluate and prioritize the perception of the stakeholders. This research is based on a questionnaire survey where the data has been collected from the key stakeholders of the construction project in the form of questionnaire, and the collected data has been analysed using the SPSS tool. The analysis of the response will be used to prioritize the stakeholders' perceptions on the basis of the experience of the respondents.

IV. DATA COLLECTION AND ANALYSIS

Questionnaire distribution and collection has been done by hand to hand method, direct visit or after prior appointment with the respondent in personal. Data has been collected in the form of questionnaire survey as a personal opinion of the key stakeholder/internal stakeholder of construction project within scope of study.

Table 1 Percentage Of Response Recived

Respondent	Sent	Received	Percentage
Architect	25	15	60%
Consultant	25	12	48%
Civil Engineer	50	35	70%
Contractor	50	27	54%
Total	150	89	59.33%

The statistics of questionnaire survey based on number of project worked on and year of experience of the respondent is as shown in table 2.

Table 2: respondent detail based on experience and no. Of projects worked

Sr. No.	Respondent	Years of experience		No. Of project	
		Years	Respondent	No	Respondent
1	Architect	<5	10	<5	5
		5-10	4	5-10	7
		10-15	1	10-15	1
		15-20	0	15-20	1
		>20	0	>20	1
		Total	15	Total	15
2	Consultant	<5	6	<5	7
		5-10	3	5-10	4
		10-15	2	10-15	0
		15-20	0	15-20	0
		>20	1	>20	1
		Total	12	Total	12
3	Civil engineer	<5	25	<5	24
		5-10	7	5-10	11
		10-15	3	10-15	0
		15-20	0	15-20	0
		>20	0	>20	0
		Total	35	Total	35
4	Contractor	<5	11	<5	12
		5-10	4	5-10	7
		10-15	6	10-15	1
		15-20	0	15-20	1
		>20	6	>20	6
		Total	27	Total	27

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Table 3 Result Analysis Of Perception Of Stakeholder

SR.NO.	FACTORS	MEAN	STANDARD. DEVIATION
1	Trust	3.3708	0.6285
2	Qualitative work	4.6742	0.4713
3	Timely Completion	4.3933	0.5563
4	Complete in estimate cost	3.8876	0.4871
5	Risk of investment	2.8539	0.6666
6	Customer Satisfaction	4.5843	0.5395
7	Pollution	2.5618	0.7531
8	Project planning	4.0449	0.3963
9	Conflicting Priorities & Urgency	3.1573	0.6197
10	Politics	2.3034	1.0158
11	Documentation	4.4831	0.5663
12	Warranty & Maintenance	4.0674	0.4210
13	Change Management	2.7303	0.5793
14	Advanced Machinery	3.8315	0.4055
15	Project cost	3.1573	0.5819
16	Quantitative Work	4.8652	0.3751
17	Timely Wages	4.9551	0.2084
18	Minimum change In design & specification	3.6629	0.6562
19	Environment Friendly	3.6517	0.6049
20	Team Work	4.7303	0.4946
21	Visualization of final product	3.5281	0.7244
22	Safety	3.5506	0.5841
23	Project assurance	2.8764	0.8767
24	Accuracy in reporting	3.0562	0.4090
25	Chain of command	3.3371	0.6733
26	Scope/Life	3.7191	0.6028
27	Material	4.7416	0.5119
28	Project Schedule	4.1011	0.6579

V. CONCLUSION

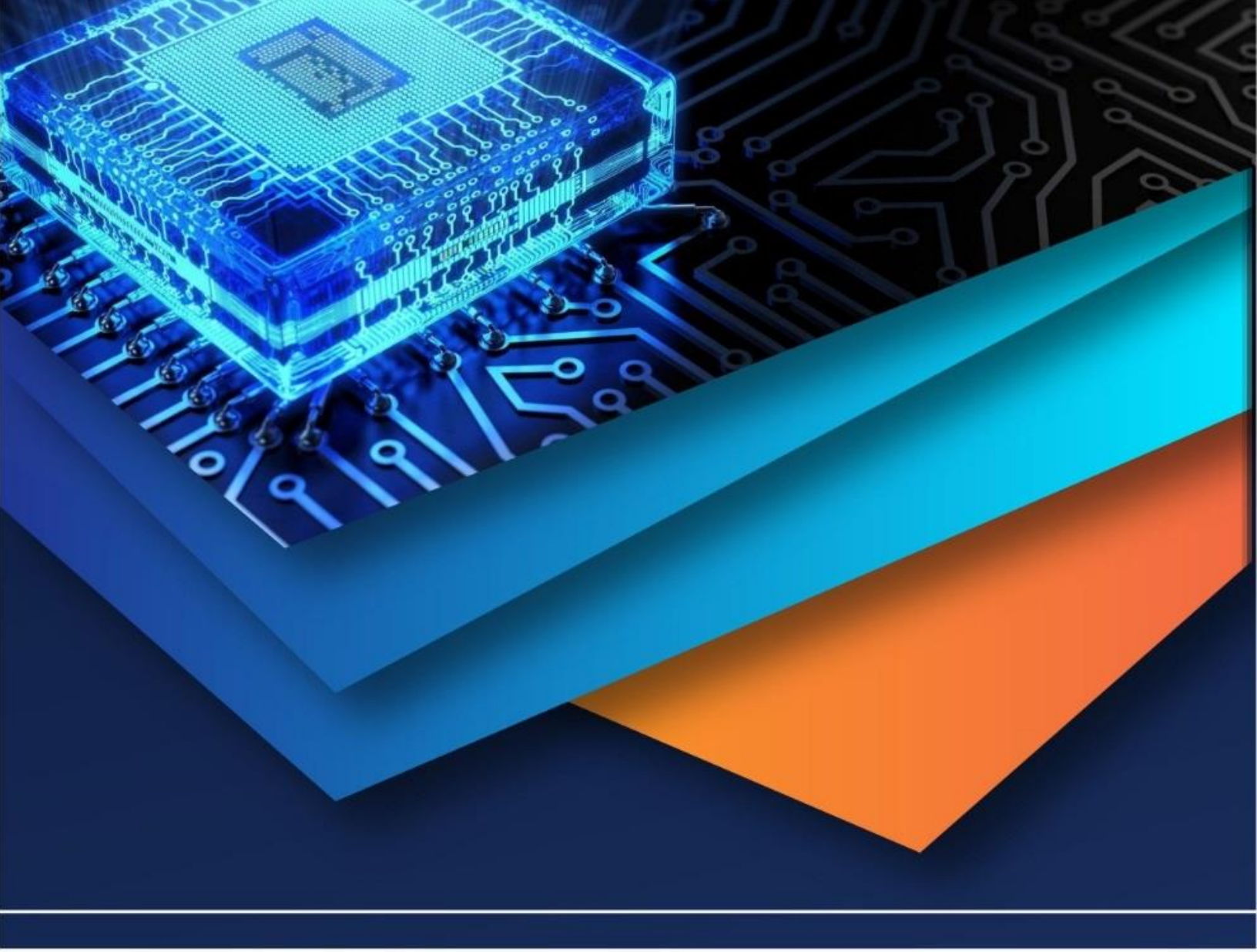
From this survey, as per response from 89 respondents of the construction industry, we can see the impact of various perceptions of the stakeholders on the project as shown in data analysis section. However we can identify the most important perception from the result analysis as: Timely Wages, Quantitative Work, Material, Team Work, Qualitative work, Customer Satisfaction, Documentation, Timely Completion, Project Schedule, and Warranty & Maintenance. For successful stakeholder management in a construction industry a project manager must take care of the mentioned top perceptions of the external stakeholder.

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