IMPACT OF INTERNAL COMMUNICATION ON EMPLOYEE COMMITMENT IN PETRONAS PENAPISAN MELAKA SDN BHD

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE)

FACULTY OF BUSINESS MANAGEMENT UNIVERSITY
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I, MUHAMMAD SYUKREE BIN AFANDI, 930831-01-6689

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: . . . . . . . . . . . . . . . . . Date: . . . . . . . . . . . . . . . . .
LETTER OF SUBMISSION

12 July 2016

Madam Nani Shuhada Sehat
Lecture
Faculty of Business Management
Universiti Teknologi MARA
Campus Alor Gajah, Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Impact of Internal Communication on Employee Commitment In Petronas Penapisan Melaka Sdn Bhd” to fulfill the requirements as needed by the Faculty of the Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely

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ABSTRACT

Employee commitment is an attitude that makes the employee become motivated and increase their passion in their work involvement. When they are passionate, they will have more energy on performing their work. Based on the observation, there are some internal factors that drive for getting the best result in terms of employee commitment. The research entitled "Impact of internal communication on employee commitment in PETRONAS PENAPISAN MELAKA SDN BHD (PP (M) SB)" was conducted to evaluate the factors that affect the employee commitment among employees in PP(M)SB. Three factors have been chosen to determine the level of employee commitment which are superior-subordinate communication, superior openness, and opportunity for upward communication. The research was conducted within four months time starting from February 2016 until July 2016. Two hundred (200) respondents have been given the questionnaires in order to obtain the relevant information. Based on the result, it is found that only two out of three factors that have a relationship with the employee commitment. That are superior-subordinate communication and superior openness. The finding of the study could be useful for the company to realize what are factors that they need to focus in order to get more commitment from their employee.