



**THE RELATIONSHIP BETWEEN EMPLOYEE JOB SATISFACTION AND
ORGANIZATIONAL IDENTIFICATION TOWARDS EMPLOYEE
LOYALTY AMONG STAFF IN SABAH LAND DEVELOPMENT BOARD
(SLDB)**

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ABSTRACT

The purpose of this study is to examine and understand the relationship between employee job satisfaction and organizational identification towards employee loyalty among staff in Sabah Land Development Board (SLDB). The focus in this study is specifically only on staff who work in SLDB in three location which is in SLDB Corporate Office Kota Kinabalu, Region Office Keningau and Region Office Tawau. This study using online questionnaire and also distributing through cross-platform messaging application which is WhatsApp and also sent by official email of the employees to the respondent and need 175 respondents to fill out the questionnaire. Judgmental sampling was used in this study. The research used certain method to attain the result of the objective. Cronbach's Alpha reliability test is also used to measure the level of reliability of the research while multiple regression analysis also used to analyze the data which to show how strong the relationship between both variables and also to show its significance. The findings revealed that there is a significant relationship between employee job satisfaction with employee loyalty and there is significant relationship between organizational identification and employee loyalty. Based on the finding of the research the implication and future research of this study will be discussed in this paper.

Key words: Employee loyalty, employee job satisfaction, organizational identification