



A STUDY ON RELATIONSHIP BETWEEN REWARDS, ORGANIZATIONAL COMMITMENT,  
AND MANAGER'S ATTITUDE ON EMPLOYEE LOYALTY  
IN SYSTEM CONSULTANCY SERVICES SDN. BHD.

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## **ABSTRACT**

The long-term success of an organization depends heavily upon the quality of its workers as well as their loyalty towards the organization. A review of literature conducted by previous researches shows that the most often repeated factors of loyalty are motivation, recognition, empowerment, or involvement (Subramani & Krishnaveni, 2009). However, in this study, different dimension will be used to measure the loyalty of employees in an organization, namely rewards, organizational commitment, and manager's attitude.

**Keywords:** *Employee loyalty, rewards, organizational commitment, manager's attitude*