



**A STUDY ON
ORGANIZATIONAL COMMITMENT AFFECTING JOB
SATISFACTION AT AIR KELANTAN SDN BHD
(AKSB)**

MOHAMAD HANIF FADHIL BIN NASRUDIN

2013494482

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS

(HUMAN RESOURCE MANAGEMENT)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

PERLIS

JUNE 2015



اُونِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

HUMAN RESOURCE MANAGEMENT

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PERLIS

DECLARATION OF ORIGINAL WORK

I, (MOHAMAD HANIF FADHIL BIN NASRUDIN),

Hereby declared that:

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

Signature: _____

Date: _____

12/6/2015

TABLE OF CONTENTS

CONTENTS	PAGE
TITLE PAGE	i
LETTER OF DECLARATION	ii
LETTER OF SUDMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
Chapter 1 - Introduction	
1.0 Introduction	1-2
1.1 Background of Company	3-6
1.2 Problem Statement	7-8
1.3 Research Questions	9
1.4 Research Objectives	10
1.5 Scope of study	11
1.6 Significance of the study	12-13
1.7 Limitation of study	14-15
1.8 Definition of term	16-18
Chapter 2 - Literature Review	
2.0 Introduction	19
2.1 Job satisfaction	19-21
2.2 Organizational commitment	22-23
2.3 Affective commitment	24
2.4 Continuance commitment	25
2.5 Normative commitment	26

2.6	Relationship between organizational commitment and job satisfaction	27-29
2.7	Theoretical framework	30-31
2.8	Hypotheses	32

Chapter 3 - Methodology

3.0	Introduction	33
3.1	Basic research design	33-35
3.2	Questionnaire design	36
3.3	Sampling design	37-38
3.4	Data collection methods	39-40
3.5	Data analysis	41-43

Chapter 4 - Result And Findings

4.0	Introduction	44
4.1	Frequency Distribution	44-48
4.2	Descriptive Analysis	49
4.3	Reliability Analysis	50
4.4	Pearson Correlation Analysis	51-52
4.5	Multiple Regression Analysis	53-55
4.6	Hypotheses Testing	56

Chapter 5 - Introduction, Discussion, Recommendation And Conclusion

5.0	Introduction	57
5.1	Discussion	59-63
5.2	Recommendation	64-68
5.3	Conclusion	69

ABSTRACT

The purpose of this study is to examine the relationship between components of organizational commitment and job satisfaction among employees Air Kelantan Sdn Bhd in Kota Bharu, Kelantan. Therefore this study could make important contribution to extant research in management and organizational behaviour. In the beginning of this study, the purpose, research question, and the need for the study is given. Then, literature is discussed about organizational commitment and job satisfaction that focusing on the relationship between them. The study generated a 90.0 percent response rate from 100 respondents. The result showed that only affective commitment has significant positive relationship with job satisfaction. Meanwhile, both continuance and normative commitment was not found to have significant positive relationship with job satisfaction.