THE RELATIONSHIP OF CORPORATE CULTURE WITH EMPLOYEE COMMITMENT TO THE TOUCH MATRIX SDN. BHD.

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ABSTRACT

In this paper, it is studied about the relationship of corporate culture with employee commitment to the Touch Matrix Sdn. Bhd. This study is based on a survey of 36 employees, managers, and company leaders in Touch Matrix Sdn. Bhd., Kuantan, Pahang. It used the Frequency Analysis, Reliability Analysis and Correlation Analysis for checking the theoretical model. With SPSS 26, the data collected were analyzed to assess the suitability of the research model, to test the relationships, and to assess the reliability and validity of measurement scales for evaluating the impact of organizational culture on all aspects of employee commitment: affective commitment, normative commitment, and continuing commitment. The findings show that our model is in good accordance with the data.