



THE IMPACT OF McCLELLAND'S THEORY OF NEED  
ON EMPLOYEES' COMMITMENT AT TERENGGANU  
INCORPORATED SDN BHD

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## **ABSTRACT**

Employee motivation and commitment is important in every organization to help achieving the goal or the objectives of the organization. Motivated and committed employees with high levels of job involvement are considered as an important asset to an organization. As such, this paper attempts is to investigate the impact of McClelland's Theory of Needs elements on employees' commitment at Terengganu Incorporated Sdn Bhd. This research adopted Census Sampling Techniques to extract information from employees of the Terengganu Incorporated Sdn Bhd and the actual populations were approximately 37 employees. This study can assist the top management of the organization to understand the needs of each employee and provide a valuable knowledge in enhancing the employees' commitment to the organization.

**Keywords:** Employee commitment, Need for achievement, Need for Power, Need for Affiliation.

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