



THE IMPACT OF McCLELLAND'S THEORY OF NEEDS
ON EMPLOYEES' COMMITMENT AT TATI
UNIVERSITY COLLEGE (TUCO)

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ABSTRACT

Employee motivation and commitment is important in every organization in achieving the goals 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. This paper is attempts to investigate the impact of McClelland's theory of needs elements on employees' commitment at TATI University College (TATIUC). This research adopted stratified sampling technique to extract information from the employees of TATIUC and the actual populations were approximately 319 employees. However, the sample size for this research is about 181 respondents. The employees of TATIUC are divided into two categories which are academic and non- academic. The higher number of population, the higher number of samples to be taken based on each category. Need for power, need for achievement and need for affiliation have a very significant relationship to the employees' affective and continuance commitment while need for affiliation has very significant impact on the employees' affective and continuance commitment. Other than that, need for achievement also has a very significant impact on the employees' continuance commitment. Hopefully this study can assist the 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, Affective commitment, Continuance commitment, Need for achievement, Need for Power, Need for Affiliation.

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