

**A STUDY OF MASLOW'S HIERARCHY OF NEEDS THEORY:  
ESTEEM NEEDS AND ORGANIZATIONAL COMMITMENT  
AMONG EMPLOYEES AT MAJLIS PERBANDARAN BENTONG,  
PAHANG DARUL MAKMUR.**

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## ABSTRACT

The purpose of this study was to find out the esteem needs among employee towards the organizational commitment. Moreover, the motive of the undergone study is also to explore the relationship between the factors of esteem needs and its effect towards organizational commitment among employee at Majlis Perbandaran Bentong. The researcher wants to identify the most preferable factors of esteem needs and to determine the relationship between esteem needs and organizational commitment. The questionnaire is the method that being used by researcher to collect data. The population of this study is 119, which the employee from Engineering Division, Building Control Division, Development Planning Division, Community Services and Towning Division, Legal Unit, Enforcement Unit, Internal Audit Unit, Information Technology, Communication and Multimedia Unit, Management Service Division, Treasury Division and Valuation, Property Management and One Stop Center Unit at Majlis Perbandaran Bentong. Based on the research finding, the research found the factors of esteem needs that effect employees are supervisor, co-worker and individual (themselves). Co-worker factor are the factors that are most preferable chosen by the employees. Lastly, the researcher found esteem needs has relationship with organizational commitment. As the conclusion, researcher summarized that most of the employees being respect, motivated and esteemed by their co-worker. As the recommendation, the researcher recommends for organization to increase and provide motivation program, rewarding the employees and change the work environment at the work place. The researcher also suggested for the future study, which, involve the employee from others Majlis Perbandaran/ Daerah as the respondents at Pahang State.

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