



**“FACTORS THAT INFLUENCE EMPLOYEE COMMITMENT AT TV ALHIJRAH MEDIA  
CORPORATION”**

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## **ABSTRACT**

The study was undertaken at TV Al Hijrah Media Corporation on the topic “ Factors that Influence Employee Commitment at TV Al Hijrah Media Corporation”.

This study is to identify the relationship of employee motivation, work environment, employee training and the employee commitment. This study also is to determine the most influence factor on employee commitment. The populations of 300 employees, 50 of the respondents are randomly picked using convenient sampling design in order to answer the questionnaire. In addition, the collected data were analyzed by descriptive analysis, Pearson Correlation, Reliability test and Multiple Regression Analysis. The finding of this study found that there is relationship of employee motivation, work environment, employee training and employee commitment. The result of the finding also indicates that there is a significant relationship between employee motivation, work environment, and employee commitment at TV AlHijrah Media Corporation while there is no significant relationship between employee training and employee commitment at TV AlHijrah Media Corporation. This study also found that the most influence factor on employee commitment at TV Al Hijrah Media Corporation is work environment. The study recommended that in order to enhance employee commitment at TV Al Hijrah, employer should be a friendly person and encourage team bonding may increase the productivity and overall well-being within the company, to benefits both business and the employees. Besides, give them a little recognition will help them to know their valued and give them opportunities to learn new things.

# TABLE OF CONTENTS

<b>TITLE OF WORK</b>	i
<b>DECLARATION OF ORIGINAL WORK</b>	ii
<b>LETTER OF SUBMISSION</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	vii
<b>LIST OF FIGURES</b>	viii
<b>ABSTRACT</b>	ix
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 BACKGROUND OF STUDY	1
1.1 PROBLEM STATEMENT	2
1.2 RESEARCH QUESTIONS	3
1.3 RESEARCH OBJECTIVES	3
1.4 SCOPE OF STUDY	3
1.5 SIGNIFICANCE OF THE STUDY	4
1.6 DEFINITION OF TERMS	5
1.7 CONCLUSION	6
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0 INTRODUCTION	7
2.1 EMPLOYEE MOTIVATION	7
2.2 WORK ENVIRONMENT	9
2.3 EMPLOYEE TRAINING	11
2.4 EMPLOYEE COMMITMENT	13
2.5 THEORETICAL FRAMEWORK	15
2.6 CONCLUSION	15

### **CHAPTER 3: RESEARCH METHODOLOGY**

3.0 INTRODUCTION	16
3.1 RESEARCH DESIGN	16
3.2 POPULATION AND SAMPLING	17
3.3 DATA COLLECTION METHOD	17
3.4 DATA ANALYSIS	18
3.5 CONCLUSION	19

### **CHAPTER 4: FINDINGS AND ANALYSIS**

4.1 FREQUENCY ANALYSIS	20
4.2 RELIABILITY ANALYSIS	22
4.3 DESCRIPTIVE ANALYSIS	25
4.3 PEARSON CORRELATION ANALYSIS	26
4.4 REGRESSION ANALYSIS	28
4.5 CONCLUSION	30

### **CHAPTER 5: CONCLUSION AND RECOMMENDATION**

5.0 DISCUSSION	31
5.1 RECOMMENDATION	32
5.2 CONCLUSION	33

### **APPENDICES**

SAMPLE OF QUESTIONNAIRE	34
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<b>REFERENCES</b>	<b>40</b>
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