



**MOTIVATION TOWARDS EMPLOYEES COMMITMENT AT SAJ HOLDINGS
SDN.BHD.**

NOOR AZILLA BINTI JA'AFAR

2010671518

NOR ELLYANI BT. JOHARI

2010969923

**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) HUMAN RESOURCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

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**BACHELOR BUSINESS ADMINISTRATION
(HONS) HUMAN RESOURCE MANAGEMENT
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NOOR AZILLA BINTI JA'AFAR, (I/C Number: 870814-23-5386)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have specifically knowledge.

Signature:

Date:

LETTER OF SUBMISSION

1st July 2013

Madam Wan Hasmat Binti Wan Hasan
The Head of Program
Bachelor of Business Administration
(Hon) Human Resource Management
Faculty of Business Administration
University Teknologi MARA
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“MOTIVATION TOWARDS EMPLOYEES’ COMMITMENT AT SAJ HOLDINGS SDN. BHD.”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

.....

NOOR AZILLA JA’AFAR

2010671518

Bachelor of Business Administration (Hons)
(Hons)

Human Resource Management

.....

NOR ELLYANI JOHARI

2010969923

Bachelor of Business Administration

Human Resource Management

ABSTRACT

This quantitative research aims to examine the impact of motivation through job involvement, working environment and incentives that influence on employees' commitment. This includes the objectives as follows, which are to determine the relationship between Job Involvement and the Employee's commitment, to determine the relationship between Working Environment and the Employee's commitment, to determine the relationship between Incentives and Employee's Commitment and to identify the most influential factors that impact of motivation on employee's commitment. According to the theory by Allen and Meyer (1997) as well as past literatures were used to support the research hypotheses. Survey data was collected from 85 employees through convenience sampling of among non executive staffs at SAJ Holdings Sdn. Bhd (Kluang Branch). SPSS version 20 was used to analyze the data. The reliability test was conducted using Cronbach Alpha and data was analyzed using descriptive statistics such as frequency distribution and inferential statistics, namely Pearson Correlation, Multiple Regression, ANOVA and Co-efficient. The Pearson Correlation Analysis revealed that: (1) There is a very strong and positive significant relationship between job involvement and employees' commitment ($r = 0.635$) (2) There is a moderate and positive significant relationship between working environment and employees' commitment ($r = 0.529$) and (3) There is a moderate and positive significant relationship between incentives and employees' commitment ($r = 0.491$). The Adjusted R Square of 0.603 from Multiple Regression Analysis shows that 60.3% of employees' commitment can be explained by job involvement, working environment and incentives. The multiple regression analysis also shows that job involvement is the strongest predictor of employees' commitment with Beta Co-efficient of 0.407 respectively. Limitations, implications and suggestions are also discussed.

Keywords: Motivational Factors, Job Involvement, Working Environment, Incentives, Employees' Commitment.

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