



**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE  
& POLICY STUDIES**

**THE INFLUENCE OF LEADERSHIP COMMUNICATION ON  
ORGANIZATION COMMITMENT AMONG NON-ACADEMIC  
STAFF IN UiTM SAMARAHAN**

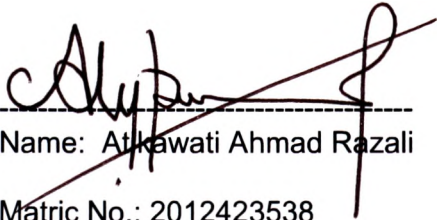
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## Declaration

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

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## **THE ABSTRACT**

### **Abstract**

Organizational commitment (OC) has important implications on employees and organizations as confirmed by past researchers. Leadership communication style also play an important role in this study because it has been proved by past researcher that communication and leadership style comes together and completing each other. They work hand in hand to ensure the successful and effectiveness of an organization. This study examines leadership communication styles and employees' organizational commitment in the UiTM Samarahan context. Three types of leadership communication styles namely core, managerial and corporate leadership communication styles have been chosen as focus of research to investigate the impact on organizational commitment. This is imperative in order to ensure the successful management of employees and also to improve productivity and achievements of an organization. There are 190 non-academic supporting staff voluntarily participated in this study. The results have indicated that several dimensions of core, managerial and corporate leadership communication have positive relationship with organizational commitment. Implications of the findings, potential limitations of the study and directions for future research are suggested.

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## CHAPTER 1

### 1.1 Introduction

Human resources of an organization are the most important factor to ensure the effectiveness and efficiency of an organization. Therefore, efficient and effective managers also need an excellent worker and effectively to ensure their objectives are achieved. The success and failure of an organization is determined by the people and that is why human resource issues should not be taken lightly and easily.

The 21st century is the era of major changes to the business climate caused by the impact of globalization and development in communications. In the management of the organization, leadership communication is becoming very important as it relates to leadership styles and communication strategies of the leaders. All leaders need to know how to communicate with their employees to seek cooperation in achieving organizational goals. It is important fact that organization's prime goal will be achieved when its employer and employee are committed to achieved it. Leaders are also playing crucial roles in ensuring that they manage to influence their subordinates by making them more satisfied, committed and in return increases productivity of the organization (Mosadeghrad, 2003). Leadership behavior also can be used to create a significant impact on employees in order to improve organization performance (Kreitner, 1995).