

THE RELATIONSHIP BETWEEN INTRINSIC REWARDS
AND AFFECTIVE COMMITMENT AMONG SUPPORT
STAFF IN PHILEA RESORT & SPA AND PUTERI RESORT
AT AYER KEROH, MELAKA

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- 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.
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ABSTRACT

The aim of this study is to identify the relationship between intrinsic rewards and affective commitment among support staff in Hospitality at Ayer Keroh, Melaka. The specific of the study were as follows: to measure the level of agreement received intrinsic rewards among support staff in Hospitality at Ayer Keroh, Melaka; to identify the relationship between intrinsic rewards and affective commitment among support staff in Hospitality at Ayer Keroh, Melaka. By using Social Exchange Theory (SET), the relationship between intrinsic rewards and affective commitment was examined. The sample size of the study comprised 152 support staff working within two (2) hotel at Ayer Keroh, Melaka which are Philea Resort & Spa and Puteri Resort. Data was collected using the questionnaire method. The questionnaire included items about demographic, intrinsic rewards (recognition, promotion and feedback) and affective commitment. The data obtained was processed using the Statistical Package for Social Science (SPSS) and was analysed using descriptive analysis. The analysed data was presented using table and figures. In addition, results indicated that there was an agreement level on received intrinsic rewards; feedback among support staff in hospitality with mean 3.5921, ($r=.76983$) and highest significant positive relationship between intrinsic rewards; promotion and affective commitment ($r= .845^{**}$). As a conclusion, a correlation analysis that was conducted found significant relationship and impact between the three independent variables and one dependent variables. In recommendation, top management in organization should encourage employees to participate in decision making and to implement an employee suggestion collection

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CHAPTER 1

INTRODUCTION

Background of the study

Intrinsic reward or non-monetary rewards were compensation given in a transaction which does not involve cash. An intrinsic reward can provide effective alternatives without compromising moral or straining operating budget. Some of the examples of intrinsic rewards were training and professional development, flexible hours or time off, staff recognition program or event, feedback from manager, promotion, contribution program, informal contact among staff and independence and autonomy. By implementing an intrinsic reward program, it can build loyalty and commitment in each employee. According to Baylor (2010), there was a relationship between intrinsic reward and affective commitment with positive high correlation (.610). However, there were some issues that we need to consider in order to ensure the employee could be committed in their job. Therefore, this study was conducted to identify the relationship between intrinsic reward and employees' affective commitment. This study was conducted within two hospitality at Ayer Keroh, Melaka which are Philea Resort & Spa Ayer Keroh, Melaka and Puteri Resort Ayer Keroh, Melaka.

However, to retain employees with good communication skills, high knowledge on how to satisfy customers' needs and high potential to promote the hotel to another level, requires efforts from the managers to make the employees feel committed towards organization. The practice of providing reward was crucial for the organization.