

**SURVEY ON THE IMPACT OF MCCLELLAND'S THEORY OF  
NEEDS ON EMPLOYEES' COMMITMENT AT  
PETRONAS CHEMICALS LDPE SDN. BHD.**

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## ABSTRACT

Employee motivation and commitment is important in every organization to help in achieving the goal or the objectives of the organization. Motivated and committed employees with high levels of job involvement are considered as an important asset to an organization and keeping the employee motivation. Due to this, this study is to investigate the impact of McClelland's Theory of Needs on Employees' Commitment at PETRONAS Chemicals LDPE Sdn. Bhd. This research adopted Stratified Sampling Techniques to extract information from employees and the actual populations are about 196 employees. A total samples of 127 respondents of employees had been selected. The researcher distributed Personally Administered Questionnaire to the respondent to obtain the useful information from the workers. SPSS version 20.0 software analysis was used to measure frequency distribution, reliability, pearson correlations and multiple regressions of the variables. This study can assist the top management of the organization to understand the needs of each employee and provide a valuable knowledge in enhancing the employees' commitment to the organization.

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*Nur Ainun binti Abu Bakar*

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