

**A STUDY OF MASLOW'S HIERARCHY OF NEEDS
THEORY: ESTEEM NEEDS AND ORGANIZATIONAL
COMMITMENT AMONG EMPLOYEES AT ROCANA
HOTEL HOTEL, KUANTAN PAHANG DARUL MAKMUR.**

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ABSTRACT

The purpose of this study was about the relationship between esteem needs and organizational commitment among employees at Rocana Hotel, Kuantan Pahang Darul Makmur. The researcher want to identify the most preferable esteem needs factor toward organizational commitment and also to investigate the relationship between esteem needs and organizational commitment. The questionnaire is the method that being used by the researcher to collect the data. The population of this study is 50 employees which consist of administration, account, purchasing, human resources, sales marketing, food and beverage, front office, housekeeping, kitchen, maintenance, IT, security and steward department. Based on the research findings, the researcher found that factor of esteem needs that consists of supervisor, co-worker and individual will influence the organizational commitment. Besides that, the researcher also found that co-worker factor is the highest factor of esteem need that might contribute to organizational commitment. Lastly, the researcher found that factor of esteem needs have relationship with organizational commitment. As a conclusion, the researchers conclude the esteem needs have direct influence to the organizational commitment. If the result of esteem needs is high the contributions to organizational commitment also increase. As recommendation, the researcher recommend to give the rewarding to the staff timely and consistently, communicate between employee and employer , and provide fair, helpful and comfortable working environment at Rocana Hotel Kuantan, Pahang Darul Makmur. Besides that,

researcher also give the recommendation for future research in term of increase number of respondent from other hotel company in research population, involve other industry as respondent in future research and focus on specific factor of esteem needs in the future research.

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TABLE OF CONTENT

	Pages
LIST OF TABLES	VI
LIST OF FIGURES	VII
CHAPTER 1	
INTRODUCTION.....	1
Background of the study.....	1
Statement of the Problem.....	5
Significant of the Study.....	6
Limitation of the Study.....	7
Definition of Terms.....	7
CHAPTER 2	
LITERATURE REVIEW.....	9
Definition of Esteem Need.....	9
Definition of Organizational Commitment.....	15
CHAPTER 3	
METHODOLOGY.....	17
Research Design.....	17
Sampling Frame.....	17
Population.....	18
Sampling technique.....	18
Sample size.....	18
Unit of Analysis.....	19
Data collection procedures.....	19
Survey Instrument.....	19
Validity of Instrument.....	21
Data Analysis	21
Chapter Summary.....	22
CHAPTER 4	
FINDINGS.....	23
Survey Return Rate.....	23
Demographic Profile of Respondents.....	24
Reliability test	31
Analysis of finding.....	33
Chapter Summary.....	37
CHAPTER 5	
CONCLUSION AND RECOMMENDATIONS.....	38
Introduction.....	38
Conclusion.....	41
Recommendation.....	42
Recommendation for Future Research.....	44
Chapter Summary.....	45