THE INFLUENCE OF CORPORATE CULTURE DIMENSIONS ON ORGANIZATIONAL COMMITMENT: CASE STUDY OF TWO GOVERNMENT ORGANIZATIONS IN ALOR SETAR, KEDAH DARUL AMAN.

By

ELIY NAZIRA BINTI MAT NAZIR

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ABSTRAK

ABSTRACT

The purpose of this study was to examine the influence of four dimensions of corporate culture, namely, communication, teamwork, training and development, and reward and recognition on employees’ organizational commitment within two government organizations, namely, Kedah State Development Corporation (PKNK) and Alor Setar City Council (MBAS) located in Alor Setar, Kedah Darul Aman. Despite extensive research on corporate culture, very little empirical research has examined this area of study, especially for public sectors in Kedah. 300 set of questionnaires was distributed to both organizations and 218 sets of completed questionnaires have returned. Regression analyses were employed to test the research hypotheses. The results of this study revealed that communication, training and development, reward and recognition, had positively influences employees’ commitment. This study contributes to a better understanding of the influence of corporate culture on organizational commitment among employees within the government organization in Kedah.
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<td>MBAS</td>
<td>Alor Setar City Council</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Studies</td>
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<tr>
<td>MPPB</td>
<td>Masyarakat Perdagangan dan Perindustrian Bumiputera</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
</tr>
<tr>
<td>MOF</td>
<td>Ministry of Finance</td>
</tr>
<tr>
<td>T&amp;D</td>
<td>Training and Development</td>
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<td>R&amp;R</td>
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CHAPTER ONE
INTRODUCTION

1.1 Introduction

This study intends to examine the influence of four dimensions of corporate culture such as communication, teamwork, training and development and reward and recognition on employee’s organizational commitment in two government organizations in Kedah, namely, Kedah State Development Corporation (PKNK) and Alor Setar City Council (MBAS), both located in capital city of Alor Setar.

In this chapter, the background of this research project is firstly presented, followed by clarification of problem statement, an elaboration of the purpose and significance of the study. The main research question is stated, continued by objectives of the research. The chapter further explained on scope and operational definitions of key terms.

1.2 Background of Study

Corporate culture implies management philosophy, which refers to the way of managing an organization in an effort of improving the effectiveness and efficiency of its overall performance (Kotter & Heskett, 1992; Ooi & Arumugam, 2006). In fact, corporate cultures are able to influence the thoughts, feelings, interactions and performance of employees in an organization (Saeed & Hassan, 2000). Therefore, deep understanding of corporate culture is essential to managing an organization in
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REFERENCES


Casey, D. (1985), ‘‘When is a team not a team?’’, Personnel Management, January.


