

THE AFFECTIVE OF HERZBERG'S MOTIVATOR – HYGIENE FACTOR THEORY TOWARDS JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT AT FELDA PRODATA SYSTEM SDN BHD  
Noordin Yahaya<sup>1</sup>, Azizi Yahaya<sup>2</sup>, Norhafizah Binti Hairudin<sup>1</sup>

<sup>1</sup>Faculty Of Business Management  
Uitm Melaka

<sup>2</sup>Faculty Of Education  
Universiti Teknologi Malaysia

ABSTRACT

Background: Motivational factors play an important role in increasing employee job satisfaction. Satisfaction employees in return can make employees be committed to help in improving organizational commitment. The purpose of this study was to identify the affects of Herzberg's Motivator – Hygiene Factor Theory towards job satisfaction and organizational commitment. This paper investigate on how individual personalities affective the organizational commitment and job satisfaction. In addition, to identify which dimension of motivator and hygiene factor are correlates with job satisfaction or organizational commitment.

Method: The primary data has been collected from employees of Felda Prodata Systems Sdn Bhd. This theory tests affective of motivator and hygiene factors towards job satisfaction and organizational commitment. To test the hypothesis, SPSS 17.0 has been adopted for basic analysis purposes. The results are being questionable to verify Herzberg's theory.

Result: Result showed that both motivator and hygiene factor are having significant relationship with organizational commitment in terms of general working condition and recognition. However both factors are not having any significant relationship with job satisfaction.

Conclusions: Felda Prodata Systems must emphasize and focused on both factor or the more specific is the items of general working condition and recognition systems. To remain the commitment by employee, administration should give attention by upgrade the facilities, fixed working hours and give opportunities to peer voice out about their opinion regarding the working condition. Moreover, Felda Prodata Systems must determine the objective that relate to one another, develop communication strategy to remain employee towards organization.