

**THE INFLUENCE OF
ORGANISATIONAL PRACTICES ON
AFFECTIVE ORGANISATIONAL COMMITMENT
(AOC):
A CASE STUDY AMONG EMPLOYEES OF
SABAH TOURISM BOARD**

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ABSTRACT

THE INFLUENCE OF ORGANISATIONAL PRACTICES ON AFFECTIVE ORGANISATIONAL COMMITMENT (AOC): A CASE STUDY AMONG EMPLOYEES OF SABAH TOURISM BOARD

This research investigates the relationship between four independent variables namely Knowledge Sharing, Task Orientation, Training Development, and Compensation and Incentives towards Affective Organizational Commitment among tourism employees. The study focused on the influence of affective organizational commitment at individual level among tourism employees particularly focused on one organization, Sabah Tourism Board in Kota Kinabalu, Sabah. Using a quantitative approach, a total of forty three (43) employee completed the questionnaire. The results indicated that *task orientation* was significantly related to affective organizational commitment. Meanwhile, knowledge sharing, training development and compensation and incentive were not significantly related to affective organizational commitment. The findings provide valuable insights in the area of human capital management particularly for tourism-related organizations in terms of creating a motivated and committed workforce.



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ABSTRAK

Kajian ini bertujuan mengenalpasti hubungan antara keempat-empat pembolehubah bebas iaitu berkongsi pengetahuan, orientasi tugas, latihan dan pembangunan, serta pampasan dan insentif terhadap komitmen organisasi afektif antara kakitangan pelancongan. Kajian ini meneliti amalan organisasi diaplikasikan dalam industri pelancongan dan difokuskan pada kakitangan Lembaga Pelancongan Sabah (STB) di Kota Kinabalu. Dengan menggunakan pendekatan kuantitatif, sejumlah empat puluh tiga (43) kakitangan STB telah melengkapkan borang soal selidik. Keputusan kajian menunjukkan bahawa orientasi tugas secara signifikan berkaitan dengan komitmen organisasi afektif. Sementara itu, pembolehubah yang lain, iaitu berkongsi pengetahuan, latihan dan pembangunan, serta pampasan dan insentif tidak signifikan dengan komitmen organisasi afektif. Penemuan ini memberikan pengetahuan berharga bagi pengurusan sumber manusia khususnya dikalangan pekerja industri pelancongan bagi tujuan mencipta tenaga kerja bermotivasi dan komited.



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