

**THE IMPACT OF CORPORATE SOCIAL
RESPONSIBILITY PRACTICES
TOWARD ORGANIZATIONAL
COMMITMENT:
YAYASAN SABAH GROUP**

PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

JIKAT @ BINOL BIN DARIMBANG



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**FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTING
UNIVERSITI MALAYSIA SABAH
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ABSTRACT

CSR Practices study in Sabah, Malaysia is still lacking and needs to be increased awareness and more research on the impact of CSR on employees. In this study, researchers have a case study in the Yayasan Sabah Group on the impact Corporate Social Responsibility practices toward (employees) organizational commitment. This study is intended to focus employees among top management, middle management and lower management. A total of 300 questionnaires was distributed, but only 188 questionnaires were returned and the data were analysed using SPSS 22 and SmartPLS version 2.0. The results showed a correlation between economic responsibility and legal responsibility to (Employee) organizational commitment (OC) was not significant. While the relationship between ethics and Philanthropy responsibility is significant to (employee) organizational commitment (OC).



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ABSTRAK

Kajian Amalan CSR di Sabah, Malaysia masih kurang dan perlu ditingkatkan kesedaran dan lebih banyak penyelidikan mengenai kesan tanggungjawab sosial korporat ke atas pekerja. Dalam kajian ini, penyelidik telah membuat kajian kes di Kumpulan Yayasan Sabah pada Kesan komitmen Tanggungjawab Sosial Korporat amalan ke arah komitmen pekerja. Kajian ini adalah bertujuan untuk memberi tumpuan pekerja di kalangan pengurusan atasan, pengurusan pertengahan dan pengurusan yang lebih rendah. Seramai 300 borang soal selidik telah diedar tetapi hanya 188 responden diperolehi atau dikembalikan dan data tersebut dianalisis menggunakan SPSS 22 dan SmartPLS versi 2.0. Hasil kajian menunjukkan hubungan antara tanggungjawab ekonomi dan Tanggungjawab Undang-undang terhadap Komitmen pekerja (OC) tidak signifikan. Manakala hubungan antara tanggungjawab Etika dan tanggungjawab Philanthropy adalah signifikan terhadap komitmen pekerja (OC).



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