Temperature-dependent proton NMR relaxation time measurements have been performed at 60 MHz in order to study the $\text{NH}_4^+$ dynamics in ferroelectric $\text{NH}_4\text{H(ClH}_2\text{CCOO)}_2$ and mixed $\text{Rb}_x\text{(NH}_4)_1-x\text{H(ClH}_2\text{CCOO)}_2$, where $x = 0.15$. The data indicate that the dominant relaxation mechanism for the NMR spin-lattice relaxation time $T_1$ in both crystals involves simultaneous $\text{NH}_4$ group reorientation about their $C_2$ and $C_3$ symmetry axis in the paraelectric phase. Details of the $\text{NH}_4^+$ reorientation have been inferred from analysis of temperature dependence of $T_1$ assuming the Watton model. The activation parameters of the motions have been determined. It has been found that the substitution of Rb does not change the activation parameters of the NH$_4$ group dynamics.

**Key words:** Ferroelectrics; Phase Transition; NMR.