FACTORS CONTRIBUTING TO EMPLOYEE RETENTION IN THE CASE OF COMPONENT PART DEPARTMENT IN PANASONIC APPLIANCES REFRIGERATION DEVICES MALAYSIA SDN. BHD

AIN MUNIRAH BINTI AZMI
2014665986

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA

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I, AinMunirah Binti Azmi, 930314045086,

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The purpose of this paper is to investigate and study the factors contributing to Employee Retention in the case of Component Part department in Panasonic Appliances Refrigeration Devices Malaysia Sdn. Bhd. In this study, the researcher chooses to use three independent variables which working environment, rewards and work-life policies and its relation to dependent variable which is employee retention. A survey questionnaire will be distributed to 86 employees as a sample size. This research will use simple random sampling technique. The quantitative data in this research was analyzed by descriptive statistics using Statistical Package for the Social Sciences Software (SPSS). As a conclusion, this research helps the other researcher to explore the factor contributing to employee retention.

Keywords – Work Environment, Work-Life Policies, Rewards and Employee Retention