



**FACTORS THAT INFLUENCE EMPLOYEE RETENTION IN PLANT 3 AT  
GUOCERA SDN. BHD (KLUANG BRANCH)**

**AJLAA NABIHAH BINTI MASLAN**

**2016686232**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS**

**(HUMAN RESOURCES MANAGEMENT)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA MELAKA**

**FACTORS THAT INFLUENCE EMPLOYEE RETENTION IN PLANT 3 AT GUOCERA  
SDN. BHD (KLUANG BRANCH)**

**AJLAA NABIHAH BINTI MASLAN**

**2016686232**

**Submitted in Partial Fulfilment of the Requirement for the  
Bachelor of Administration with Honors  
(Human Resource Management)**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(HUMAN RESOURCE MANAGEMENT)  
FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA MELAKA**

**JANUARY 2019**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(HUMAN RESOURCE MANAGEMENT)  
FACULTY OF BUSINESS MANAGEMENT**

**“DECLARATION OF ORIGINAL WORK”**

I, Ajlaa Nabihah Binti Maslan, (I/C Number: 951207015984)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

**JANUARY, 2019**

Program Coordinator  
Bachelor of Business Administration (Hons.)  
Human Resource Management  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir / Madam

### **SUBMISSION OF PROJECT PAPER**

Enclosed here is the project paper entitles “**FACTORS THAT INFLUENCE EMPLOYEE RETENTION IN PLANT 3 AT GUOCERA SDN. BHD (KLUANG BRANCH)**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara, Kampus Bandaraya Melaka.

Thank you

Yours sincerely,

---

**AJLAA NABIHAH BINTI MASLAN**

**2016686232**

Bachelor of Business Administration (Hons.)  
Human Resource Management (BM243)

## **ABSTRACT**

Retaining an employee play a major important in an organization because a company will face tremendous lost when those employee resign as they are the assets of the company. However, the retention of employees has become the major problem facing today's organizations. The main purpose of conducting this research paper is analyze the factors that will influence employee retention in Plant 3 at Guocera Sdn Bhd (Kluang Branch).

This study has been conducted at Plant 3 at Guocera Sdn Bhd (Kluang Branch) using questionnaires in order to collect the data from 86 respondents from non-executive at plant 3. This research paper contains four independent variables which compensation, training and development, work-life balance and workload. The data were collected using Statistical Package for Social Science (SPSS). The methods used in this research paper were Descriptive Analysis, Reliability Analysis, Pearson Correlation Analysis and Multiple Regression Analysis.

The reliability of the scale was using Cronbach's Alpha and was found higher than 0.6 and it consider reliable, good and valid for this research. For factor correlation analysis, all the variable have a strength and positive relationship (moderate & weak). Thus, all the result answered research question. In this research, only 30.5% of the employee retention explain by the variable, another 69.5% can be explain by the variable which are not included in this model. For the most significant relationship, the result show only compensation has a significant relationship with employee retention. While the other variable are not significant. Therefore, only 1 hypothesis is supported since there is significant effect between compensation and employee retention. The others hypothesis are rejected.