



UNIVERSITI TEKNOLOGI MARA

**ATTRACTION AND RETENTION OF GENERATION Y
EMPLOYEES IN PRICEWATERHOUSECOOPERS**

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DECLARATION OF ORIGINAL WORK



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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 has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

Date of submission:

The Head of Program

Bachelor of Business Administration (Hons) Human Resource Management

Faculty of Business Management

Universiti Teknologi MARA

Bandaraya Melaka

MELAKA

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled “**ATTRACTION AND RETENTION OF GENERATION Y EMPLOYEES IN PRICEWATERHOUSECOOPERS**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

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ABSTRACT

Attraction and Retention of Generation Y employee is one of the famous issues faced by organization nowadays. Organization need to be able to attract and retain its employee in order to gain competitive advantage. As for PricewaterhouseCoopers, Kuala Lumpur, researcher is attracted to identify what are the determinants of employee attraction and retention in the organization. This is because based on the observation made by researcher, most of the employees will remain in PricewaterhouseCoopers if they find that the offered made by the organization are attractive for them.

The first research objective is to identify if there is any relationship between compensation package and attraction and retention of Generation Y employees. Second objective is to identify if there is any relationship between growth opportunities and attraction and retention of Generation Y employees. Last but not least, the third objective is to identify if there is any relationship between good management and attraction and retention of Generation Y employees.

The total number of respondent is 150 people selected from Human Capital Department through Stratified Sampling method. The data were collected through distribution of questionnaire survey and interpreted into readable and informative data through Reliability Analysis, Descriptive Analysis and Pearson's Correlation. The findings supported all three (3) objectives which mean there is relationship between all three (3) independent variables which are compensation package, growth opportunities and good management with the dependent variable, attraction and retention of Generation Y employees in PricewaterhouseCoopers.

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