

**FACTORS INFLUENCE EMPLOYEES' RETENTION AT PRODUCTION  
PLANNING DEPARTMENT, COMPOSITE TECHNOLOGY RESEARCH  
MALAYSIA (CTRM) SDN BHD, BATU BERENDAM, MELAKA.**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours  
(International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA (UiTM)  
MELAKA CITY CAMPUS**

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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA (UiTM) MELAKA CITY CAMPUS  
“DECLARATION OF ORIGINAL WORK”**

I, NADLATUL IYLIA NAJIHAH BINTI MOHD ROF, (I/C Number: 950728-11-5644)

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

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Referring to the above subject matter, I hereby submit the project **“Factors Influence Employees’ Retention at Production Planning Department, Composite Technology Research Malaysia (CTRM) Sdn Bhd”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

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NADLATUL IYLIA NAJIHAH BINTI MOHD ROF

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## ABSTRACT

Basically, this research had been conducted in order to study the Factors Influence Employees' Retention at Production Planning Department, Composite Technology Research Malaysia (CTRM) Sdn. Bhd. This study had involved three Independent Variables (IVs); Organizational Commitment, Job Burnout and Human Resource Practices towards the Dependent Variable (DV); Employees' Retention. Besides, this study is using descriptive study, which foreground the compilation of data and information which will be resulted with the response of the respondents through the distribution of questionnaires. The researcher used cross-sectional studies as it involve the generation and obtaining the data at once (one-shot) or maybe in few periods of days, weeks and months (specific period of time). These questionnaires, which act as the instruments, were distributed to the respondents that are available and able answer on the spot. Not only that, the researcher also used convenience sampling method for research sampling method as this will give meaningful information and data to the researcher, from the population studied that are available and able to answer on the spot. After the generation of data, the researcher manage to obtain the meaningful information and results had been portrayed in this study. Results had indicates that all the Independent Variables (IVs); Organizational Commitment, Job Burnout and Human Resource Practices are significantly influence the Dependent Variable (DV); Employees' Retention at Production Planning Department, Composite Technology Research Malaysia (CTRM) Sdn. Bhd. Hence, the Job Burnout had portrayed the most influential factor towards the employees' retention due to the beta value is the highest as compared to others independent variables.

Keywords: Employees' Retention, Organizational Commitment, Job Burnout and Human Resources Practices.