



**A STUDY ON EMPLOYEE RETENTION IN
SYARIKAT PERUMAHAN NEGARA BERHAD AND
SYARIKAT PRASARANA NEGARA BERHAD**

**NOOR IDAYU JASMEE
2010568285**

**SITI ATHIRAH SHAHADAT
2010399675**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

We, Noor Idayu binti Jasme (I/C Number : 890121-14-5028) and Siti Athirah binti Shahadat (I/C Number : 890522-03-5188)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: _____
Name : _____

Date: 28 June 2013

Signature: _____
Name : _____

Date: 28 June 2013

LETTER OF TRASMITTAL

Date: 28th June 2013

Noor Idayu binti Jasmee (2010568285)
Siti Athirah binti Shahadat (2010399675)
Faculty of Business Management,
University Teknologi MARA City Campus,
110 Off Jalan Hang Tuah, Melaka

The Project Advisor
Madam Norazira binti Abas,
University Teknologi MARA Alor Gajah Campus

Dear Madam,

SUBMISSION OF PROJECT PAPER (HRM 662)

Attached is the project title “**A STUDY ON EMPLOYEE RETENTION IN SYARIKAT PERUMAHAN NEGARA BERHAD AND SYARIKAT PRASARANA NEGARA BERHAD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

NOOR IDAYU JASMEE
2010568285
Bachelor of Business
Administration (Hons) in
Human Resource Management

SITI ATHIRAH SHAHADAT
2010399675
Bachelor of Business
Administration (Hons) in
Human Resource Management

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ABSTRACT

A Study on Employee Retention in Syarikat Perumahan Negara Berhad (SPNB) and Syarikat Prasarana Negara Berhad (Prasarana)

Employee retention is an effort by an employer to maintain desirable employees in order to meet the organization's objective. This issue is a great importance as employers must compete each other in order to retain skilled employees in the organization. A study about the factors affecting employee retention was conducted amongst 123 employees of SPNB and Prasarana. In this research paper, relationship between individual based factor (work life balance & marriage), firm based factor (career development & compensation), and market factor (economic cycle) with employee retention is investigated. The study found positive but insignificant relationship between marriage and economic cycle. Recommendation for future research is also been discussed beneficial for the company to upgrade information about employee retention.