

**THE EMPLOYEE RETENTION AMONG GENERATION Y AT SIME  
DARBY INDUSTRIAL SDN. BHD., PUCHONG**

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**Submitted in Partial Fulfillment of the Requirement for the  
Bachelor of Business Administration with Honours  
(Human Resource Management)**

**FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA CITY CAMPUS**

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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(HUMAN RESOURCE MANAGEMENT)  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA CITY CAMPUS  
“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 our 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.

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## LETTER OF TRANSMITTAL

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Head of Program,  
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Faculty of Business Management,  
Universiti Teknologi MARA,  
Malacca City Campus,  
Melaka.

Dear Madam,

### **SUB: SUBMISSION OF PROJECT PAPER**

Attached is the project title of “Employee Retention among Generation Y at Sime Darby Industrial Puchong” as to fulfill the requirement of final year students and needed by the Faculty of Business Management, Univerisity Teknologi MARA.

Thank you.

Yours Sincerely,

NURUL SYUHADAH BINTI ARIADI (2012153549)  
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## ABSTRACT

Recently, the Generation Y is the most demanded employees by employers in any organization, due to characteristic of Generation Y itself. However, it is difficult for employers to retain employees from this generation, because they have their own needs and wants based on their capabilities. To explore this issue, the researchers focus on employee retention decision among Generation Y at Sime Darby Industrial Puchong and the factors influence their decision to retain in the organization. Objective of this study are to determine the relationship between intrinsic, extrinsic and involvement factors toward employee retention decision in Sime Darby Industrial Sdn. Bhd., Puchong. A quantitative study was applied. The researcher instrument involved comprised of a self-administered questionnaire. Simple random sampling was used for this research. There are 298 questionnaires were distributed to Generation Y employees in the organization, and only 176 respondents were returned the questionnaire. Data obtained were analyzed using SPSS version 20.0. The findings of based on Pearson correlation analysis revealed that there are relationship between independent variable (intrinsic motivation factor, extrinsic hygiene factor and involvement factor) and dependent variable (employee retention). While, regression analysis was used to determine the most influence factors that affect employee retention decision among Generation Y at Sime Darby Industrial Sdn. Bhd., Puchong. The results from regression analysis indicate that intrinsic motivation factor is the most influence factors affecting the decision of Generation Y employees to retain in the organization.

**Keywords: Employee Retention, Intrinsic Motivation, Extrinsic Hygiene Factor, Involvement Factor.**