



**FACTORS INFLUENCING EMPLOYEE LOYALTY AMONG ADMINISTRATIVE  
WORKERS IN CONSTRUCTION SECTOR IN KUANTAN, PAHANG**

**NORLIYANA BINTI MD GHAZALI**

**2017413348**

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**UNIVERSITI TEKNOLOGI MARA**

**BANDARAYA MELAKA**

**DECLARATION OF ORIGINAL WORK**



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

I, Norliyana binti Md Ghazali,

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not begin 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 distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: NORLIYANA BINTI MD GHAZALI

Date: JULY 2020

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## **ABSTRACT**

The purpose of this research is to study the factors influencing employee loyalty among administrative workers in construction sector in Kuantan, Pahang. This research is to examine the relationship between independent variables (compensation, job satisfaction and empowerment) and dependent variable (employee loyalty). The questionnaires were distributed by social media using Google Form. The researcher used Statistical program for Social Sciences (SPSS) in analyzing the data that been collected from respondent. The data analysis was obtain in order to meet the objective of the study which is to determine the relationship between compensation, job satisfaction and empowerment with employee loyalty. This study also identify the most impactful factor that influences employee loyalty in construction sector. Lastly, this research can help organization to identify on how to encourage employee loyalty in work environment..

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