



**FACTORS THAT INFLUENCE ON EMPLOYEE ENGAGEMENT
AT URBAN TRANSFORMATION CENTRE (UTC) MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE MANAGEMENT)**

**FACULTY OF BUSINESS MANAGEMENT
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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, **NURAQILAH BINTI ZAINAL**, Matrix Number: **2014746779**

Hereby, declare that:

- This work has not previously been accepted in substance in any degree, locally or overseas, and is not being concurrently submitted for this degree or any degrees.
- This project paper is the result of my independent work and investigation, 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 with Honours (HUMAN RESOURCE
MANAGEMENT)

Faculty of Business Management

Universiti Teknologi MARA Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (HRM 672)

Attached is the project paper title “**FACTORS THAT INFLUENCE ON EMPLOYEE
ENGAGEMENT AT URBAN TRANSFORMATION CENTRE (UTC) MELAKA**” to fulfil
the requirement as needed by the faculty of Business Management, Universiti
Teknologi MARA.

Thank you.

Yours sincerely,

NURAQILAH BINTI ZAINAL

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Bachelor of Business Administration with Honours (HUMAN RESOURCE
MANAGEMENT)

ABSTRACT

The study explored the factors influence on employee engagement at Urban Transformation Centre (UTC) Melaka. The purpose of this study is to investigate whether the employee loyalty influence employee engagement and to examine how leadership can effect employee engagement. This empirical study collected quantitative data from employee at Urban Transformation Centre (UTC) Melaka, 140 questionnaire were distributed and 123 were obtained. Two variables are measure which are employee loyalty, and leadership. Two dimensions of loyalty are namely, affective commitment and continuous commitment. The findings show that significant relationships between affective commitment and employee engagement, and significant relationships between leadership and employee engagement. While, no significant relationship between continuous commitment and employee engagement. The findings of this study are limited to Urban Transformation Centre (UTC) Melaka. There are recommendations to the employer, leader and for future research to be conducted for better understanding in future.