DETERMINE KEY DRIVERS OF EMPLOYEE ENGAGEMENT AMONG NURSES IN

A HEALTHCARE SECTOR:

A CASE OF KPJ DAMANSARA SPECIALIST HOSPITAL

NURFITRYANNIE BINTI ASIK

2016551897

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (HUMAN

RESOURCES MANAGEMENT) FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS BANDAR RAYA

JANUARY 2020

<u>DECLARATION OF ORIGINAL WORK</u>

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (HUMAN RESOURCES MANAGEMENT)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Nurfitryannie binti Asik, (I/C Number: 960214 12 5262)

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 result of my independent work and investigation, except where otherwise stated.
- All verbatim have been distinguished by quotation marks and source of my information have been specifically acknowledge.

Signature: _____   **Date: _____**

LETTER OF SUBMISSION

January 2020

The Head of Program

Bachelor of Business Administration (Hons) Human Resources Management

Faculty of Business Management

Universiti Teknologi MARA (UiTM)

Kampus Bandaraya Melaka

Off Jalan Hang Tuah

75300 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (HRM672)

Attached is the project paper title **"Determine Key Drivers of Employee Engagement Among Nurses In A Healthcare Sector: A Case of KPJ Damansara Specialist Hospital"** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you,

Sincerely,

_____

NURFITRYANNIE BINTI ASIK
2016551897

TABLE OF CONTENTS

ABSTRACT

Employee engagement is becoming a major concern to employers in the era of globalization particularly in the healthcare industry. In the Malaysian context the healthcare industry is becoming more attractive and it is preferred by patients all over the world. Thus, employee engagement can be described as employee that show full commitment towards their job; physically and emotionally in order to achieve the organizational goal. This conducted because study on engagement among nursing has not yet been synthesized, thus there is insufficient foundation of knowledge to regulate practice and there is urgency for further research. The purpose of this research is to investigate key drivers of employee engagement among nurses in a healthcare sector specifically in KPJ Damansara Specialist Hospital. This study used convenience sampling techniques and online questionnaire as an instrument to collect data. Respondent feedback is 72% out of 305 nurses whereby those data then evaluated by using SPSS Version 22 Software. The result from Multiple Regression analysis indicates that two variables of employee engagement; work life balance and leadership have positive and significant relationship with employee engagement while communication is not significant. Lastly, work life balance found to be the most influential variables towards employee engagement among nurses in KPJ Damansara Specialist Hospital.

keywords: employee engagement, work life balance, communication, leadership, healthcare sector