



**FACTORS AFFECTING EMPLOYEE RETENTION AT
BIG TREE OUTDOOR SDN BHD**

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LETTER OF TRANSMITTAL

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title " Factors Affecting Employee Retention At Big Tree Outdoor Sdn Bhd" to fulfil the requirement as needed by the Faculty Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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DECLARATION OF ORIGINAL WORK



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“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 my 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.

Signature: *Ainil*

Date: *28/6/2018*

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ABSTRACT

The concern part of this study is Career Development Opportunity (CDO), Compensation (C) and Manager's Style (MS). As we know that there are numbers of talented employees in every company that Human Resource must care and plan a strategy on how to make the talented employees keeps contribute for the company.

The purpose of this study was to examine the factors affecting employee retention at Big Tree Outdoor Sdn Bhd, one of the out of-home advertising company in Malaysia. The data for this study was collected using a survey questionnaire. For this study, the Target population was the employees in the company itself and it involves 30 employees as the respondents. The Statistical Package for Social Science (SPSS) version 23.0 was used to analyze the data collected through survey. A few recommendations are presented to propose beneficial suggestions and call for further studies.

Keywords: *Employee Retention, Career Development Opportunity, Compensation, Manager's Style*