

**THE RELATIONSHIP BETWEEN WORK-LIFE BALANCE
AND EMPLOYEE RETENTION AMONG EMPLOYEES AT
SARAWAK BROADCASTING DEPARTMENT, KUCHING,
SARAWAK**

**Prepared for:
PUAN NOOR SHIMA BINTI ANTONY
PUAN PAULINE JAU**

**Prepared by:
MADELINE ANGELINA ANAK AIK
BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS AND MANAGEMENT**

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ABSTRACT

This study is to investigate the relationship between work-life balance factors and employee retention among employees. This study was done at Sarawak Broadcasting Department, Kuching, Sarawak. A total of 104 respondents were selected from 7 departments, namely, State Directory, Human Resources Unit, Asset and Store Unit, Section of Current Affair, Account, Marketing and Regulatory Advertising and Public Relations Unit.

Data are collected consists of 30 questions related to (flexible work schedule, job burnout, job sharing and employee retention). The questionnaires were distributed to 80 employees of Sarawak Broadcasting Department, Kuching, Sarawak. The type of research design for this study is non-experimental research namely correlational. The sampling technique used is stratified sampling. This study will be conducted by using conceptual framework adopted Azman, Ghani, Hashim, and Sabri (2016).

The result indicated that flexible work schedule has negative relationship, significant and moderate correlation. Meanwhile, job burnout has positive relationship and significant correlation. Job sharing resulted no relationship between employee retention.

In this study a set of questionnaire by Bertinah, K. M. (2017). The outcome of the study would benefit the employees by understanding the factors influencing their work-life balance at workplace. As for the organizations, this finding will add to the knowledge of work-life balance and how it affects the employee retention.

This study contributes to a better understanding of the work-life balance factors and employee retention especially in the broadcasting industry focusing in Sarawak.

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Madeline Angelina anak Aik

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Faculty of Business and Management
Universiti Teknologi MARA

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CHAPTER 1

INTRODUCTION

This chapter discusses the background of the variable chosen for this study. It also discusses the problem statement, research objective and research questions which clarify the direction of the research. This chapter also includes the significance of the study, the limitations of the study and definition of terms.

Background of the Study

Blount, Munir and Upadhaya (2014) stated that work-life balance (WLB) is said to be the collective time an individual use to carry out his work in contrast with the aggregate time spent with relations and other individual's commitment. It is also the practice of regulating the work designs to permit staff to join work with their other duties like child care or aged family member. The importance of work-life balance stated by Meenakshi, S. P., Ravichandran, K. and Venkata, S. (2013) which is technology has improved people's lives in many different ways. Technological advancements are the reason people can live longer and healthier lives. The advancements help people access information, communicate with one another, and complete tasks have allowed for flexibility in the workplace. It has also created a lack of distinction between work and family time.

Employee retention is one of the challenges faced by many organizations today. Tymon, Stumpf, and Smith (2011), stated that in order to retain workers, it is very important for an organization to focus on how to retain the best professional talent in the organization. They also stressed on how to eliminate the recruiting,