

THE RELATIONSHIP BETWEEN PUSH AND PULL THEORY AND
BRAIN DRAIN AMONG EMPLOYEES: A CASE STUDY AT NATIONAL
REGISTRATION DEPARTMENT (HEADQUARTERS), KUCHING,
SARAWAK

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June 2017



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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.

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ABSTRACT

This research was regarding the investigation of the relationship between Push and Pull Theory and brain drain among employees. This study was conducted at National Registration Department (Headquarters), Kuching, Sarawak. The objective of this research was to identify how much relationship between Push and Pull Theory and Brain Drain.

Brain Drain can be explained by the migration of talent across borders. Highly qualified migration is basically driven by positive incentives in the receiving countries (pull factors) and negative factors in the source countries (push factors).

This study was using Lee's Push and Pull Model where the individual left his or her origin to another destination. The push and pull factors in this study were career development, job security, working environment and quality of life.

The methodology for this research was questionnaire. The respondents were 125 employees from National Registration Department (Headquarters), Kuching, Sarawak. The results for this study had been analysed by using Statistical Package Social Science (SPSS) version 23.0. For the validity of instrument, face validity was done by Mr. Abang Sulaiman Bin Abang Naim, lecturer of Business Management, whereas for content validity was done by Puan Elmi Muliani Binti Ajaib Jamahari, Assistant Administrative Officer at National Registration Department (Headquarters). Kuching, Sarawak.

The results of this study proved that career development and quality of life had significant relationship with brain drain. However, job security and working environment had no relationship with brain drain. The results provided guidelines to the management to minimise their employees' brain drain. The management can provide more job promotions for the employees so that the employees will feel more appreciated.

ACKNOWLEDGEMENT

First and foremost, I would like to deliver my gratitude and praise towards God for the blessings when I was doing my research. Thank God because had guided me to stay focused in my research which this was one of my final semester's subject in order to complete my syllabus requirements of Academic Project.

Secondly, I would like to thank my respected supervisor, Miss Angie Edward Daung for her full guidance and supervision throughout doing this thesis report. Miss Angie often spared her time to explain every important details in all Chapters so that this thesis could be done correctly. It was a blessing to have her as my supervisor throughout this research.

In addition, I would like to thank my course mates for their advices and tips to complete our thesis on time. They always reminded me when there were any group discussions or information that was important in completing this research.

Furthermore, I would like to express my deepest appreciation to all the respondents from National Registration Department (Headquarters), Kuching, Sarawak for their supports and willingness in filling the questionnaires given.

Last but not least, my parents both were very supportive back bone for me throughout this thesis completion in terms of financial and never ending encouragement and motivations. Big thankfulness and love for my parents for their prayers for me to complete my study successfully.

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JUNE 12, 2017
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