FACTORS AFFECTING WORKER LOYALTY IN OIL PALM PLANTATION SECTOR

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NUR AZWA SHAFIQAH BINTI ABDULLAH

TABLE OF CONTENTS

			Page
ACKNOWLEDGEMENTS			iii
TABLE OF CONTENTS			iv
LIST OF FIGURES			v
LIST OF TABLES			vi
LIST OF ABBREVIATIONS			vii
ABSTRACT			viii
ABSTRAK			ix
CHAPTER			
1	**INTRODUCTION**		
	1.1	Background	1
	1.2	Problem statement	3
	1.3	Research objectives	5
	1.4	Research hypothesis	6
	1.5	Significance of study	7
	1.6	Limitation of study	8
2	**LITERATURE REVIEW**		
	2.1	Introduction	9
	2.2	Concept of worker's loyalty	9
	2.3	Factor affecting worker loyalty in oil palm plantation sector.	
		2.3.1 Amenities	11

2.3.2 Wages 12

2.3.3 Training 13

2.3.4 Medical 14

2.4 Concept of amenities factors affecting worker loyalty in oil palm plantation sector 15

2.5 Concept of wages factors affecting worker loyalty in oil palm plantation sector 16

2.6 Concept of training factors affecting worker loyalty in oil palm plantation sector 17

2.7 Concept of medical factors affecting worker loyalty in oil palm plantation sector 18

3 MATERIALS AND METHODS / RESEARCH METHODOLOGY

3.1 Company background 20

3.2 Theoretical framework 22

3.3 Population and sample size 23

3.4 Data collection method 24

3.4.1 Questionnaire 24

3.4.2 Distribution of questionnaire 25

3.4.3 Pilot test 25

3.4.4 Reliability test 25

3.5 Sampling design 26

3.5.1 Likert scale 27

3.6 Data analysis technique 27

3.6.1 Descriptive analysis 28

3.6.2 Pearson's correlation analysis 28

3.6.3 Multiple regression 29

ABSTRACT

FACTORS AFFECTING WORKER LOYALTY IN OIL PALM PLANTATION SECTOR

Organizational loyalty included that have the feeling of dependence, bond for membership, voluntary to share the duties or alignment, giving trust to organization and obey with the law and regulations in organization.This study investigates whether factor such as amenities,wages,training and medical that affecting worker loyalty in oil palm plantation sector.The first objective for this study is to identify the factors that influencing the workers loyalty.The second objective from this study is to identify the relationship between the factors affecting towards worker loyalty in plantation.To determine dominant factor that influencing the workers loyalty. The method for this research is by doing survey that using questionnaires.The questionnaire was used for the method data collection with a total of 52 respondents taking part in this study. Statistical Package for Social Sciences (SPSS) were utilized to analyze the data. The data that have been collected, are analyze using correlation coefficient and regression from the software Statistical Package for Science (SPSS). The results from correlation coefficient analysis show all factor affecting (amenities, wages,medical and training) have significant relationship with the worker loyalty.The result from regression analysis show that the training is the most affecting factors that contribute to worker loyalty with value of (beta=0.400). As for the recommendation, the management at Pembangunan Pertanian Melaka Sendirian Berhad (PPMSB) need to make a long term plan to improve the training as the factor has high contribution in future plan at their company. The management of the PPMSB can use the finding to improve the factor of amenities,wages and medical in their organization to increase the loyalty among workers as all factors show a significant relationship with loyalty among workers in oil palm plantation sector.

Keywords: *worker loyalty, factors affecting*