



**THE RELATIONSHIP BETWEEN PUSH AND PULL
THEORY AND BRAIN DRAIN AMONG
EMPLOYEES: A CASE STUDY IN YAYASAN SARAWAK**

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JUNE 2017

ABSTRACT

The purpose of this study is to determine the relationship between push and pull theory and brain drain among employees: a case study in Yayasan Sarawak. The scope of the study was the employees in Yayasan Sarawak. The total population for the research was 96. A set of questionnaires was developed and distributed to the 77 employees of Yayasan Sarawak. With the help of SPSS 23.0 statistical software, the data from the sample set was analysed. The main instruments used for this study was the questionnaire and it was distributed to the employees in Yayasan Sarawak, Kuching individually. The questionnaire tested for content validity by Mr. Abang Sulaiman bin Abang Naim, Human Resource Management course lecturer of Faculty of Business Management at (UiTM) Kota Samarahan 2. Meanwhile, for face validity was done by Miss Zarina binti Ramji, an English teacher of SMK Tunku Abdul Rahman (STAR), Kuching. The results obtained from the questionnaires, the finding shows that have relationship between push and pull theory toward brain drain among employees in Yayasan Sarawak. In a nutshell, the result of this study also includes some discussions, conclusions, and recommendations for organization and recommendation for future research.

ACKNOWLEDGEMENT

This study requires me to conduct a research in order to complete our syllabus requirement of Academic Project, ASM662. I am grateful because it was done successfully and smoothly. In this passage, I would like to dedicate my thanks to the many people who have helped me completed this final year project.

Firstly, all praise be to Allah s.w.t, for the blessings me in doing this final year project for it was such a smooth process. I would also like Allah s.w.t for giving me strength, good health for making everything run smoothly.

Secondly, I would like to begin expressing my gratitude to my supervisor, Miss Angie Edward Daung for her ideas, guidance, encouragement, support and friendship through from the beginning to the end of this report. It was a meaningful time when I learned how to do this research.

Thirdly, my deepest thanks a lot to my parents and appreciation for their blessings, encouragement and continue supporting me to complete this final year project.

Fourthly, for both of my teammates, Caroline ak Rosna and Amanina Binti Safarudin, thank you for the support and for being there with me throughout my difficulties.

Last but not least, I would like to thank my classmates for their cooperation. I could not have done this final year project without the cooperation and also the tips and sharing information between classmates.

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June, 2017
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CHAPTER 1

INTRODUCTION

Background of Study

Brain drain can be explained by the migration of talent across borders. It relates to the core of Malaysians' aspiration to be a high-income nation. Human capital is the fundamental factor in achieving a high-income economy. Talents are evolving rapidly and it is necessary for the sustained and skill-intensive growth of a nation. In order for Malaysia to stay focused in the success of its journey to be a high-income nation, it will need to attract, develop and retain talent. However, brain drain does not appear to be parallel with this objective; talent seems to be leaving when Malaysia demands talent (Schellekens, 2011).

Although, highly qualified migration is basically driven by positive incentives in the receiving countries (inflow/pull factors) and negative factors in the source countries (outflow/push factors). According to Tavakol (2012), motivations for people leaving their home countries are various and range from personal (cultural pressures, religious and ideological discriminations, poor career prospects, constraints on freedom) and economic (low wages, unemployment), to social (low education, bad living and working conditions, social insecurity) and political (persecution, political instability and insecurity) reasons. The previous studies done by Tansel & Gungor (2003) as cited in Junaimah Jauhar et al., (2011) the movement of highly-skilled