



**UNDERSTANDING THE DRIVERS OF EMPLOYEE  
ENGAGEMENT IN RHB BANK HEAD QUARTERS (HQ),  
KUALA LUMPUR**

**LINA SYAHIRAH BINTI SUHAIMI  
2013230092**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) ISLAMIC BANKING  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR.**

**JUNE 2016**

## **ACKNOWLEDGMENT**

I would like to express my gratitude and appreciation to everyone who has helped me in completing this thesis.

Particularly, I am so grateful to my supervisor, Pn Norhasniza binti Mohd Hassan Abdullah of Universiti Teknologi MARA (UiTM) for her guidance and support throughout the process of carrying out this thesis. With the help received from my supervisor, it has eased me in understanding more about the topic of my research study.

I would extend my gratitude to other lecturers who have helped me in giving supports and also ideas to improve my research study in any way they seem fit and in need.

I would like to thanks my parents and my siblings for their continuous support and trust from the start of research study to in progress and until the completion of the project. For their ongoing support, I get to bear the stress and mange to finish the research study within the period.

I am also extremely thankful for my friends, especially, Farah Syahreena binti Mohammed Shah, for giving motivations to me while I am doing the study.

Finally, to my colleagues at my internship place, I thank them for their suggestions and thoughts on helping me to complete this research study.

## **ABSTRACT**

With the current economy situation and also aggressive competitions among organisations, the employers need to think of something that would at least minimise the problem of facing further struggle in the industry if not resolve it. Employees are the people who actually determine whether an organisation is towards success or failure. Instead, employees should be referred as the most important asset an organisation have. Employees are the only asset that can never be imitated by the others, unlike products, strategies, plans, systems used, everything else are easily copied by the competitors. By maximising the human capital, the organisation's profits are maximised too because of the outperformance of the employees. Therefore, the employers should hold onto their knowledgeable, experienced and excellent employees before them being snatched by others to work with the other organisation. Thus, having to know what drivers that determine the employees engagement are important, so that the employers can make plans to enhance the engagement level of their employees that indirectly boost the performance of the organisation with the help of the engaged employees.

## TABLE OF CONTENTS

ACKNOWLEDGMENT .....	I
ABSTRACT .....	II
CHAPTER 1: INTRODUCTION .....	1
1.1 Introduction .....	1
1.2 Background of the Study .....	1
1.3 Problem Statement .....	4
1.4 Research Objectives .....	6
1.5 Research Questions .....	7
1.6 Significance of the Study .....	7
1.6.1 Researcher .....	7
1.6.2 Employees .....	8
1.6.3 Organisation .....	8
1.6.4 Other researchers .....	8
1.7 Limitations .....	9
1.7.1 Time Constraint .....	9
1.7.2 References .....	9
1.7.3 Respondents .....	10
1.8 Scope of the Study .....	10
1.9 Conclusion .....	10
CHAPTER 2: LITERATURE REVIEW .....	12
2.1 Introduction .....	12
2.2 Employee Engagement (EE) .....	12
2.3 Leadership (LS) .....	14
2.4 Knowledge Sharing (KS) .....	15
2.4 Compensation and Rewards (CR) .....	16
2.5 Conclusion .....	18
CHAPTER 3: RESEARCH METHODOLOGY .....	19
3.1 Introduction .....	19
3.4 Sampling Design .....	20
3.4.1 Target Population .....	20

# CHAPTER 1: INTRODUCTION

## 1.1 Introduction

In this part, it delivers an inclusive understanding on the research topic by focusing on the background of employee's engagement in general. Subsequently this chapter discusses the problem statement, research objectives, research questions, significance of study, limitation of study, scope of study and lastly it wraps up with the conclusion for this chapter.

## 1.2 Background of the Study

In this ever changing, fast paced world, organisations are facing fierce competitions among each other. Due to this, having to guarantee the organisation's success has been tough for the managers nowadays as it is a priority for the managers for ensuring triumph in whatever sector an organisation is in. Different sector or industry may overcome different obstacle to success. Take for instance in banking industry, Wong Yin Ching said to The Star<sup>1</sup>:

*“Higher cost of funds as a result of keen competition among banks for retail deposits to meet Bank Negara's Liquidity Coverage Ratio, have been exerting pressure on NIM.”*

An organisation has to achieve competitive advantages in order to thrive. Gaining competitive advantages encompasses of taking the lead of distinctive competencies that

---

<sup>1</sup> Dhesi, D. (2015, June 6). *Challenging time ahead for banks*. Retrieved April 11, 2016, from The Star: <http://www.thestar.com.my/business/business-news/2015/06/06/challenging-time-ahead-for-banks/>