



THE EFFECT OF WORK-LIFE BALANCE PRACTICES ON EMPLOYEE
RETENTION

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ABSTRACT

This project paper titled "The Effects of Work-Life Balance Practices on Employee Retention" was conducted as partial requirement to fulfil the requirement as needed by the Faculty of Business Management, MARA University of Technology (UiTM). The intention of this study to identify the effects of practicing work-life balance on employee retention in the organization around Segamat, Johor. Employee retention has become the major concern for almost the organizations and it has become a continuous challenge for Human Resource manager to retain their high skilled employees. In this project paper, the researcher found out that the problem statement is about how to retain and attain talent workers by implementing work-life balance in the organization. The objectives of this project paper is to investigate the relationship of work-life balance practices such as employee engagement, flexible work schedule, telecommuting and leave policies between employee retention at Segamat city. The data has been collected from workers of Telekom Malaysia Segamat and Pejabat Pelajaran Daerah Segamat by distributing questionnaires to them using simple random technique. The sample of this study is 155 respondents. To test the, hypothesis, SPSS Statistics 25 has been adopted for basic analysis purposes. Results show that employee engagement, flexible work schedule, telecommuting has influence on employee retention while leave policies does not influence employee retention. Besides that, in this project paper the researcher also suggested the recommendation for the organization to better implement their work-life balance practices in the organization in order to retain their talent workers. Here, the findings and results in the study will be useful for the other researchers and other organizations that are aware on the employees' retention and work-life balance practices in Malaysia.