



**STUDY ON PERCEIVED ORGANIZATIONAL SUPPORT, PERCEIVED SUPERVISOR
SUPPORT AND ORGANIZATIONAL COMMITMENT TOWARDS EMPLOYEE RETENTION
AMONG PUBLIC SERVANTS IN URBAN TRANSFORMATION CENTER (UTC) MELAKA**

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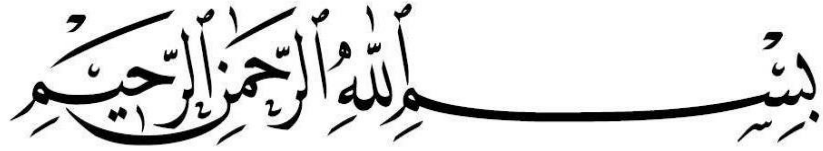
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ABSTRACT

Employee retention is not a new issue in any organization. Thus, employee retention has become an important issue where all organizations must plan their employee retention strategy effectively to reduce turnover rate. Highly rate of turnover among employees can caused a major trouble for the management. Furthermore, it is not easy to retain the employee in the organization for a long period of time. Perceived organizational support, perceived organization support and organizational commitment are among the factors that influenced employee retention. The aim of this research to identify the relationship between three factors stated towards employee retention in Urban transformation Center (UTC) Melaka. The overall population of this study is 133 and the sample size is 97. The sampling technique that has been used in this study in stratified sampling and the research instrument used to gathered the information is questionnaire. However, there were only 65 questionnaires returned back. The finding of this study found that the organizational commitment has become the most influence factors towards employee retention in Urban Transformation Center (UTC) Melaka.