



# **FACTORS THAT AFFECT TO EMPLOYEE ENGAGEMENT AT PRIVATE UNIVERSITY**

**PREPARED BY:**

AHMAD ZAID BIN ZAINAL

2013875324

BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE  
MANAGEMENT

BM 243

**FACTORS THAT AFFECT TO EMPLOYEE ENGAGEMENT AT PRIVATE  
UNIVERSITY.**

**AHMAD ZAID BIN ZAINAL**

**2013875324**

Submitted In Partial Fulfillment of the Requirement  
Of the Requirement for the  
BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
HUMAN RESOURCE

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JULY 2016**

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA**

#### **“DECLARATION OF ORIGINAL WORK”**

I, Ahmad Zaid Bin Zainal (I/C Number: 940429-08-5319)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

27<sup>nd</sup> JUNE 2016

Madam Hasmi Mokhlas  
Bachelor of Business Administration (Hons) Human Resource  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Alor Gajah  
Jalan Lendu,  
78000 Alor Gajah  
Melaka

Dear Sir/Madam

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled 'Factors that Affect to employee engagement at private university' to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi Mara Kampus Bandaraya Melaka.

Thank You.

Yours sincerely,

.....  
AHMAD ZAID BIN ZAINAL

2013875324

Bachelor of Business Administration  
(Hons) Human Resource

## **ABSTRACT**

This study is conducted as a partial fulfilment of the coursework of Industrial Training Project Paper. The title of this study is Factors That Affect Employee Engagement at Private University. In order to achieve the stated primary purpose in the research, there are several objectives, which are needed to be taken into consideration in carrying out this study. All these objectives are to identify the level of employee engagement at Multimedia University, to identify the relationship between commitment and employee engagement, to identify the relationship between discretionary effort and employee engagement, to identify the relationship between meaningfulness in their work and employee engagement. This study was conducted at Multimedia University (MMU) Cyberjaya. Through this study, it will provide the company to increase the level of engagement among the employees to achieve the company objectives.