



**TALENT MANAGEMENT IMPACT TOWARDS EMPLOYEE RETENTION**

**NUR AZMA BINTI ABDULLAH**

**2015180181**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS**

**(HUMAN RESOURCE MANAGEMENT)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA (MELAKA)**

**KAMPUS BANDARAYA**

**JANUARI 2018**



**A STUDY OF TALENT MANAGEMENT IMPACT TOWARDS EMPLOYEE  
RETENTION**

**NUR AZMA BINTI ABDULLAH**

**2015180181**

**Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business  
Administration with Honors (Human Resources Management)**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(HUMAN RESOURCE MANAGEMENT)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA (MELAKA)  
KAMPUS BANDARAYA**

**JANUARY 2017**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS**

**(HUMAN RESOURCES MANAGEMENT)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, NUR AZMA BINTI ABDULLAH (I/C : 950910035616)

Hereby, declare that:

I. 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 others degree.

II. This project paper is the result of my independent work and investigation, except where otherwise stated

III. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(NUR AZMA BINTI ABDULLAH)

## **LETTER OF TRANSMITAL**

17 January 2018

Program Coordinator

Human Resources Management

Faculty of Business Management

University Teknologi Mara (Melaka) City Campus,

75300, Melaka

Dear Sir / Madam

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “TALENT MANAGEMENT IMPACT ON EMPLOYEE RETENTION” to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

---

(NUR AZMA BINTI ABDULLAH)

2015180181

BBA (Hons.) Human Resource Management

## **ABSTRACT**

This study is to investigate the relationship between Talent Management and Employee Retention. Three objectives have been determined in order to achieve the purpose of this study. First is to identify the relationship between compensation and employee retention. Second objective is to identify the relationship between job security and employee retention and lastly, the relationship between career advancement and employee retention. The population of this study consists of 185 employees from departments in Yayasan Selangor, while the sample consists of 185 respondents. The data were collected by distribute 185 questionnaires and 141 returned questionnaires were used in the study. The questionnaires designed based on three independent variables that are expected to affect employee retention which are compensation, job security and career advancement. To analyses the data, descriptive, correlation, and regression analyses was used. Hence, the results from this study reveal that there is a positive and significant relationship between compensation and employee retention. However, there are no positive and significant relationship between job security and career advancement between employee retention. In addition, there are many others factors that may influence employee performance which are not included in this research. The sample of this study only limited to the employee that are working in departments in Yayasan Selangor.