



**FACTORS INFLUENCING EMPLOYEE RETENTION AT
SENSE SERVICES SDN BHD**

SYAFIKAH AISYAH BINTI SULAIMAN

2014587711

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JANUARY 2018

**FACTORS INFLUENCING EMPLOYEE RETENTION AT
SENSE SERVICES SDN BHD**

SYAFIKAH AISYAH BINTI SULAIMAN

2014587711

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

January 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF WORK”**

I, Syafikah Aisyah binti Sulaiman,

(I/C Number : 950209-05-5176)

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 my 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

January, 2018

The Head of Program

Bachelor of Business Administration (Hons) Human Resource Management

Faculty of Business Management

Universiti Teknologi Mara Melaka

110, Off Jalan Hang Tuah,

75300, Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled '**FACTORS INFLUENCING EMPLOYEE RETENTION AT SENSE SERVICES SDN BHD**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Tekonologi Mara.

Thank you.

Yours sincerely,

Syafikah Aisyah binti Sulaiman

2014587711

BBA (Hons) Human Resource Management

ABSTRACT

The employee retention is a continuous issues that most of the companies facing with. It is not easy to retain employees for a long period in the organization. The purpose of this study is to identify the factors that influence employee retention at Sense Services Sdn Bhd. It is very essential for the company to reduce employee turnover which may influence the organization`s productivity. Researcher has listed three variables which are working environment, supervisor support, and training and development as independent variables while employee retention as dependent variable. The research has distributed 66 sets of questionnaires among non-managerial respondents in Sense Services Sdn Bhd. In addition, the researcher used convenience sampling method in order to gain the data from the respondents. The findings and analysis were made by using Statistical Package for Social Science (SPSS) version 23 to analyze the data. The researcher conducted correlation analysis because want to identify the answer research objectives number one, two, and three. The findings of this study proved that working environment, supervisor support, and training and development had significant relationship with employee retention. Moreover, the researcher conducted regression analysis because want to answer research objective number four which is to investigate the most significant factor that influence employee retention. It was found that training and development has the most significant factor that influence employee retention. Recommendations were provided for the organization, employees, and future research so that a better result can be obtained.