



**FACTORS AFFECTING EMPLOYEE RETENTION
AT PULAI SPRINGS RESORT**

AFIFAH NABILAH BINTI KAMARUZAMAN

2016341189

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

JANUARY 2019

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours
(International Business)**

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

JANUARY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Afifah Nabilah binti Kamaruzaman, (I/C Number: 960720-01-5760)

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: 31st December 2018

LETTER OF SUBMISSION

Madam Khalilah binti Ibrahim
Lecturer
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Madam Khalilah,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**Factors Affecting Employee Retention at Pulau Springs Resort**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Afifah Nabilah binti Kamaruzaman
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ABSTRACT

The purpose of the research is to identify whether training and development programs, compensation plans, working environment and leadership styles factor were related in influencing employee retention at Pulau Springs Resort. The data was collected among 150 from 248 employees in all the department from this organization. Simple random sampling technique has been used as a sampling technique. The data collected then key in using SPSS (Statistical Package for Social Science) to analyse all the data gathered through the questionnaire. Several analysis have been done by using the SPSS such as reliability analysis, frequency distribution, descriptive and multiple regression. Based on the data obtained, all the independent variables (training and development programs, compensation plans, working environment) is significance toward employee retention at Pulau Springs Resort. This indicated that the independent variable and dependent variable move in the same direction as one variable increase the other variables also.