



**STUDY ON FACTORS THAT DRIVE EMPLOYEE RETENTION
IN SYARIKAT AIR MELAKA BERHAD (SAMB)**

ALENA BINTI ABU BAKAR

2012529249

HASLINE BINTI ASAN GABRA

2012570319

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

JULY 2015

**STUDY ON FACTORS THAT DRIVE EMPLOYEE RETENTION
IN SYARIKAT AIR MELAKA BERHAD (SAMB)**

ALENA BINTI ABU BAKAR

2012529249

HASLINE BINTI ASAN GABRA

2012570319

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

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

JULY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (HUMAN RESOURCES MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
“DECLARATION OF ORIGINAL WORK”**

WE, ALENA BINTI ABU BAKAR (I/C Number: 920528-13-6494)
HASLINE BINTI ASAN GABRA (I/C Number: 920824-12-6186)

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: _____

Signature: _____

Date: _____

LETTER OF SUBMISSION

July 3rd , 2015

Head of Program

Bachelor of Business Administration (Hons.) Human Resources Management

Faculty of Business Management

Universiti Teknologi MARA Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "STUDY ON FACTORS THAT DRIVE EMPLOYEE RETENTION IN SYARIKAT AIR MELAKA BERHAD (SAMB)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

ALENA BINTI ABU BAKAR

2012529249

Bachelor of Business Administration (Hons.) Human Resources Management

HASLINE BINTI ASAN GABRA

2012570319

Bachelor of Business Administration (Hons.) Human Resources Management

ABSTRACT

The purpose of this study is to investigate the relationship between three chosen factors; compensation and benefit, training and development, and relationship with others toward the employee retention among employees in SAMB. The overall population in SAMB is 710 employees. This study is using a sample of 169. The instrument used is a questionnaire, consisting of five sections and 54 items. The returned rate of questionnaire is only 110. Analysis of the survey showed a significant relationship between those three independent variables with employee retention. The findings of this study also indicates that the most influence factor among the three independent variables tested that affect employee retention is training and development.