



**FACULTY OF BUSINESS MANAGEMENT  
BACHELOR IN BUSINESS ADMIN. (HONS) INTERNATIONAL BUSINESS**

**Employees' Loyalty Towards Research International (M)  
Sdn. Bhd.**

**FADHLI BIN ROSLAN  
2007281904  
FACULTY OF BUSINESS MANAGEMENT  
BACHELOR IN BUSINESS ADMIN. (HONS)  
INTERNATIONAL BUSINESS  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR IN BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS**

**UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, FADHLI BIN ROSLAN, (I/C Number: 850806-14-5681)

Hereby, declare that:

- This work has not previously been accepted in substance of any degree, locally or overseas, and it not being concurrently submitted for this degree or any other degree.
- 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 our information have been specially acknowledged.

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

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

## **ABSTRACT**

This study was carried out to determine the level of employees' loyalty in Research International (M) Sdn Bhd. The researcher collects the information directly from primary source (questionnaires), and the web. The overall findings of the study indicate that the level of employees' loyalty in RI differ according to departments, which shows that there are some dissatisfaction occurred among employees within the organization.

From the study, the researcher had identified several problems arise such as discrimination, peer to peer relationship, leadership issue, the work itself, and lack of motivation factors. In conclusion, some suggestions and strategies have been made to minimize the problems occurred in the organization. This is very crucial for it will affect the engagement level of the organization.

<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
DECLARATION OF ORIGINAL WORK	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	v
<b>CHAPTER ONE : INTRODUCTION</b>	
1.1 BACKGROUND	1
1.2 BACKGROUND OF STUDY	2
1.3 PROBLEM STATEMENT	2
1.4 RESEARCH OBJECTIVE	3
1.5 RESEARCH QUESTION	3
1.6 RESEARCH HYPOTHESIS	4
1.7 THEORETICAL FRAMEWORK	5
1.8 SCOPE AND COVERAGE	5
1.9 LIMITATION OF THE STUDY	6
1.10 SIGNIFICANCE OF THE STUDY	7
<b>CHAPTER TWO : LITERATURE REVIEW</b>	
2.1 BACKGROUND	8
2.2 CAREER FEATURES	8
2.3 MOTIVATION FACTORS	9
2.4 WORKING ENVIRONMENT	10
<b>CHAPTER THREE : RESEARCH METHODOLOGY</b>	
3.1 BACKGROUND	11
3.2 SOURCES OF DATA	11
3.3 METHOD OF DATA COLLECTION	11
3.4 SAMPLING	12
3.5 PROCEDURES FOR DATA ANALYSIS	13
<b>CHAPTER FOUR : ANALYSIS OF RESULT</b>	
4.1 BACKGROUND	14
4.2 PROFILE RESPONDENTS	14
4.3 HYPOTHESIS TESTING	17
4.4 SUMMARY OF FINDINGS	22
<b>CHAPTER FIVE : CONCLUSION AND RECOMMENDATION</b>	
5.1 CONCLUSION	24
5.2 RECOMMENDATION	24
REFERENCE	25

## LIST OF TABLES

		<b>PAGE</b>
Table 1	: Profile of respondents	16
Table 2	: Summary of findings	23