



FACTORS AFFECTING EMPLOYEE LOYALTY AMONG TEACHERS AT THE
PRIVATE SCHOOLS IN BATU PAHAT, JOHOR

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BANDARAYA MELAKA

JULY 2019

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Norismadatul Iqma Binti Muhamad Zameri, (I/C Number: 951130015360)

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 extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF TRANSMITTAL

JULY 2019

The Head of Program,
Bachelor of Business Administration (Hons) Human Resource Management,
Faculty of Business Management,
Universiti Teknologi MARA (UiTM) Melaka,
City Campus,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT-PAPER

Attached here is the project-paper titled “FACTORS AFFECTING EMPLOYEE LOYALTY AMONG TEACHERS AT THE PRIVATE SCHOOLS IN BATU PAHAT, JOHOR” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Sincerely by:

(Norismadatul Iqma Bt Muhamad Zamari)

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ABSTRACT

Many organizations nowadays have a huge risk on losing its valuable employees is the new phenomenon of current's talent starved job market. Globalization takes place makes employees need to face restructuring, movement of organization, and downsizing. Due to this situation, it then changed the environment and culture inside the organization, reduces the trust of workforce and change employees commitment towards organizations. When this change becomes unavoidable, the loyalty of an employee and their motivation becomes significant challenges that must be faced by most organizations in the current business area. So, this project-paper aims to investigate the factors affecting employee loyalty among teacher at the private schools in Batu Pahat, Johor. The response rate in this study is 79.05%. The hypothesis then constructed and being tested with reliability analysis, descriptive analysis, Pearson Correlation analysis and multiple regression analysis. All three hypotheses developed are accepted. The finding in this study indicates that, the loyalty of teacher in private schools is influence by superior-subordinate relationship, career development an empowerment. There is significant correlation between the relationships of these three factors with employee loyalty. Career development is the most influential factor that makes teacher in private schools loyal towards their organization and employer. The implications and suggestion for future researcher are identified and proposed in the last chapter of this study.