

**THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND
EMPLOYEES' LOYALTY**

NUR QHAIRUNNISA BINTI WAHAB

2017413868

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

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN
RESOURCE MANAGEMENT (BM243)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA KAMPUS BANDARAYA

JULY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN

RESOURCE MANAGEMENT (BM243)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Nur Qhairunnisa binti Wahab, (I/C Number: 960401-05-5028)

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

JUNE 2019

PUAN NUR HIDAYAH ZAINI

Project Paper Advisor

Faculty of Business Management

Universiti Teknologi MARA

No, 110, Off Jalan Hang Tuah

75300, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (HRM672)

Attached is the project title “**THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND EMPLOYEES’ LOYALTY**”, to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. I hope this thesis will meet the requirement and expectation from you and the faculty.

Yours sincerely,

NUR QHAIRUNNISA BINTI WAHAB

2017413868

TABLE OF CONTENT

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	x
LIST OF TABLES	xi
LIST OF ABBREVIATION	xii
ABSTRACT	xiii
CHAPTER 1 INTRODUCTION	
1.0 Background of study	1
1.1 Problem statement	3
1.2 Research questions	5

ABSTRACT

The research objective is to examine whether organizational culture which include bureaucratic culture, innovative culture and supportive culture have a positive relationship on employees' loyalty. The target respondents are staffs who are working at Majlis Perbandaran Seremban (MPS). The quantitative research approach was adopted using five point likert scale questionnaire and the data collection managed to achieve a percentage of 85.33 percent which is 128 questionnaires returned which was derived from a total of 150 questionnaires. The collected data will be analyse using Statistical Package for Social Science (SPSS) software. This research engaged convenience sampling technique. Descriptive analysis, reliability analysis, pearson correlation analysis and multiple regression will be used to analyse the collected data. The result shows that bureaucratic culture, innovative culture and supportive culture has positive and significant relationship with employees' loyalty. Future researchers are recommended to focused on other sector such as private or business sector to explore more and better studies on employees' loyalty based on the organizational culture.