



**DRIVERS OF EMPLOYEES ENGAGEMENT FOR EFTRA GROUP EMPLOYEES**

**IN TTDI KUALA LUMPUR**

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**MELAKA**

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**DECLARATION OF ORIGINAL WORK**



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**“DECLARATION OF ORIGINAL WORK”**

I, NURAIN BINTI MOHD ZUBER,

(I/C Number: 920120-10-5352)

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 quotations marks and sources of my information have been specifically acknowledged.

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

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

## LETTER OF SUBMISSION

JANUARY 2015

Program Coordinator

Bachelor of Business Administration (Hons.) International Business

Faculty of Business Management

Universiti Teknologi Mara Melaka Kampus Bandaraya

Dear Sir/Madam

### **SUBMISSION OF PROJECT PAPER (IBM 663)**

Enclosed here is the project paper entitled “**Drivers Of Employee Engagement In Eftra Group**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. I hope this report will achieve the objectives of this study.

Thank you.

Yours sincerely,

.....

**Nurain binti mohd zuber**

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**BBA (Hons.) INTERNATIONAL BUSINESS**

## **Abstract**

Employee engagement is a massive construct that touches almost all parts of management aspects we know up till now. If every part of the management is not addressed appropriately, employees could not engage themselves in their job in response to such kind of management. The main issue with employee engagement is that job hopping has become a common practice among employees these days and managers must take actions to defeat this issue. The percentage of job hopping in Malaysia will probably increase as majority of the country's workforce switches an average of three jobs in five years due to various reasons.

In this study, the researcher has highlighted the main drivers for employee engagement based on Gallup Theory which are communication, management style, learning and development and lastly work environment. The study was using convenient sampling design with the sample size of 70 respondents with the population of 85 employees. The response rate is successfully 100% and the scales used to measure the findings are category scale and nominal scale.

This paper aims at finding the underlying reasons on what drives employee to emotionally attach with their organization and highly participated in their job with excellent enthusiasm for the achievement of their employer, going further beyond the contractual agreement. As sum of all 70 employees from four divisions such media, creative ideas, builders and marketing were sampled for this study. It was found that the greatest degree of employee engagement was significantly driven by management style followed by work environment.

Recommendations are provided for future researches references such that appreciation of hard work, shower praises, acknowledging their presence, give and take and strong team spirit encourage employee engagement eventually improve organization's performance.

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