



**EMPLOYEES RETENTION AMONG THE WORKERS IN KUALA LUMPUR  
AND SELANGOR**

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**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS**

**(HUMAN RESOURCE MANAGEMENT)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2020**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (HUMAN RESOURCE MANAGEMENT)  
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UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, Nik Sarah Hajar Binti Mahmod, (I/C Number : 950921115232)

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: **NIK SARAH HAJAR BINTI MAHMOD**

Date: **15<sup>TH</sup> JANUARY 2020**

## LETTER OF SUBMISSION

**The Head of Program**

**Bachelor of Business Administration (Hons.) Human Resource Management,**

**Faculty of Business Management,**

**Universiti Teknologi Mara Kampus Bandaraya Melaka,**

**110 Off Jalan Hang Tuah,**

**75300, Melaka.**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**EMPLOYEE RETENTION AMONG WORKERS IN KUALA LUMPUR AND SELANGOR**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Your sincerely,

***NIK SARAH HAJAR BINTI MAHMUD***

.....  
(NIK SARAH HAJAR BINTI MAHMUD)

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BBA (HONS) HUMAN RESOURCE MANAGEMENT

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## **ABSTRACT**

Employees will increase their loyalty to the company and become more productive when they feel highly motivated and committed to the organization. It allows them to gain competitive advantage, thus the organization tends to retain these employees for longer time of period. Issues such as high turnover could have an impact on organization's performance and decreased the employee retention rate when employee have left the organization. This research is to determine the significant relationship between independent variables (compensation, working environment, career development, and employer branding) with dependent variable (employee retention). A self-administered questionnaire was distributed via Internet to the respondents which is the workers in Kuala Lumpur and Selangor by using convenience sampling techniques with the response rate of 384. This study used a Statistical Package for Social Sciences Version 22 (SPSS V22) in analyzing the data that been collected. This study using a Multiple Regression Analysis to answer the research objective where in this study found that compensation and career development shows significant relationship with employee retention, whereas working environment and employer branding are not significant. In future, the organization should improve the compensation package where it will attract and retain the best employee and implement the career development plan for employee to improve their skills to add more value growth in the organization.