



**FACTORS THAT INFLUENCE EMPLOYEE LOYALTY AMONG
PETRONAS EMPLOYEES**

**NUR FARHA BINTI ABDUL RAZAK
2012906787**

**NUR HABIBAH BINTI MANSOR
2012331895**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JUNE 2015



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

**We, NUR FARHA BINTI ABDUL RAZAK, (I/C Number: 920919-07-5772) and
NUR HABIBAH BINTI MANSOR, (I/C Number: 910307-08-5196)**

Hereby declared 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: _____

Signature: _____

Date: _____

LETTER OF SUBMISSION

Faculty of Business Management
Universiti Teknologi MARA Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

03RD JULY 2015

Dr. Rozman Bin Hj. Md Yusof
Faculty of Business Management
Universiti Teknologi MARA Kampus Alor Gajah
40450 Lendu
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (HRM 663)

Enclosed here is the research entitled “FACTORS THAT INFLUENCE EMPLOYEE LOYALTY AMONG PETRONAS EMPLOYEES” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. We hope this report will fulfill the requirement of Bachelor of Business Administration (Hons.) Human Resource Management and also achieved the objective of this study.

Thank you.

NUR FARHA BINTI ABDUL RAZAK
2012906787

NUR HABIBAH BINTI MANSOR
2012331895

TABLE OF CONTENTS

TOPICS	PAGE
TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	Ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGMENT	iv – v
TABLE OF CONTENTS	vi – ix
LIST OF FIGURES	X
LIST OF TABLES	Xi
LIST OF ABBREVIATIONS	Xii
ABSTRACT	Xiii
CHAPTER 1: OVERVIEW OF STUDY	
1.1 INTRODUCTION	1
1.2 BACKGROUND OF STUDY	2 – 3
1.3 THE IMPORTANCE OF EMPLOYEE LOYALTY	3 – 4
1.4 STATEMENT OF THE PROBLEM	4 – 7
1.5 RESEARCH OBJECTIVES	7 – 8
1.6 RESEARCH QUESTIONS	8
1.7 RESEARCH HYPOTHESES	8 – 9

ABSTRACT

The objective of this study is to investigate the relationship between the independent variables (supervisor support, employee training, rewards and recognition, teamwork, and employee satisfaction) towards employee loyalty. This research examines the influence of supervisor support, employee training, rewards and recognition, teamwork, and employee satisfaction on employee loyalty towards PETRONAS. This research was conducted at PETRONAS Company in Kuala Lumpur which includes 155 employees as respondents. The sample was drawn using simple random sampling method. Data were obtained by distribution and collection of the returned questionnaires in which then analyzed using Statistical Package for Social Science Version 20 (SPSS 20). Five (5) hypotheses were proposed in the study and all five hypotheses were accepted. The findings revealed that all independent variables have a positive relationship towards the dependent variables. Thus, several recommendations were suggested for future researches in order to identify the factors affecting employee loyalty among PETRONAS employees.