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TITLE OF THE PROPOSAL

**FACTORS AFFECTING EMPLOYEE RETENTION AT BANK INDUSTRY
IN KOTA BHARU, KELANTAN**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter forms and include about introduction of the research and it provide, general explanation and overview for the entire research process. This research mainly focuses and analyses about factor affecting employee retention in bank industry at Kota Bharu, Kelantan. This chapter discusses about the background of the study, problem statement, research objectives, research questions, significance of the study, scope of the study, definition of terms, and summary of this first chapter. This chapter also can help to know the factors that may lead employee retention in organization. At the same time, this chapter also can help to identify the effective way to encourage employee retention in organization.

1.2 Background of the Study

The word of employee retention is very similar in the organization. According to Johnson (2000), retention is the organization's capability to hold the employees that they would like to retain longer than their competitors. Furthermore, employee retention is a process to keep employees work for the organization for period of time. According to Frank, Finnegan & Taylor (2004), employee retention become important and benefits for both which organization and employee. Nowadays, employees are different because they more to demand, persuasive and have chance in their hand. as soon as if they feel disappointed or dissatisfied with current organization, they change over next job at the other organization. This will cause the cost toward the organization to find the new workers and train them.