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**TURNOVER INTENTION AMONG CALL CENTER EMPLOYEES
IN AEON CREDIT SERVICE BUTTERWORTH, PENANG.**

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CONTENTS

Clearance for submission of the researcher project by the supervisor	i
Declaration	ii
Acknowledgement	iii
List of Tables	vi
List of Figures	vii
Chapter 1: Introduction	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem statement	4
1.4 Research questions	6
1.5 Research objectives	7
1.6 Scope of the study	8
1.7 Significance of the study	9
1.8 Definition of terms/concepts	10
1.9 Conclusion	11
Chapter 2: Literature Review & Conceptual Framework	
2.1 Introduction	12
2.2 Dependent Variable	12
2.3 Herzberg's Two – Factor Theory	15
2.4 Variables Related to the Study	17
2.5 Conceptual Framework	25
2.6 Hypotheses Statement	28
2.7 Conclusion	30
Chapter 3: Research Method	
3.1 Introduction	31
3.2 Research design	31
3.3 Unit of analysis	31
3.4 Census sampling	32
3.5 Sampling technique	32
3.6 Measurement/Instrumentation	33
3.7 Questionnaire Development	34
3.8 Data collection	41
3.9 Data analysis	41
3.10 Conclusion	46

Chapter 4: Finding and Analysis

4.1	Introduction	47
4.2	Response rate	47
4.3	Profile of respondent	48
4.4	Findings	49
4.5	Conclusion	56

Chapter 5: Discussion and Conclusion

5.1	Introduction	57
5.2	Recapitulation of the study	57
5.3	Discussion of findings	57
5.4	Implications	61
5.5	Limitations	61
5.6	Recommendations	62
5.7	Conclusion	62

References

Appendix

LIST OF TABLES

Table 1.1	Number of Global Turnover Rates	2
Table 3.1	Summary of variables, no. of items, sources adopted in the study	37
Table 3.2	Concept of Measurement	38-40
Table 3.3	Statistical technique in data analysis	43
Table 3.4	The Scale of Cronbach's Alpha	43
Table 3.5	Cronbach's Alpha of Variables from Pilot Study	45
Table 4.1	Response Rate	47
Table 4.2	Profile of Respondent	48
Table 4.3	Frequency Table for turnover intention among call center employees in AEON Credit Service Butterworth, Penang.	49
Table 4.4	Result of Correlation for salary towards the turnover intention among call center employees in AEON Credit Service Butterworth, Penang.	51
Table 4.5	Result of Correlation for workload towards the turnover intention among call center employees in AEON Credit Service Butterworth, Penang.	52
Table 4.6	Result of Correlation for job satisfaction towards the turnover intention among call center employees in AEON Credit Service Butterworth, Penang.	53
Table 4.7	Result of Correlation for work environment towards the turnover intention among call center employees in AEON Credit Service Butterworth, Penang.	55
Table 4.8	Multiple Regression	56

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an overview of the study which is consist nine main sections. This chapter identifies the background of the study, ascertain the research problem, research question and the research objective of the research endeavor. It also highlight the significance scope of the study provide definition of terms, and concept used in this study.

1.2 Background of study

Globally, organization success not only predetermined by having winning business model but it is also significantly influence by loyal employees (Song, 2016; Collin, 2018 and Shah Beh, 2016). It is suggested that role of employees is essential to determine success of an organization in the current global competitive business environment (Song, 2016). Loyal employee is an important asset for an organization because they are the pillars of each organization that will contribute to the productivity in each regulated system. Loyal employees are important asset for organization because they are the pillars that contribute to productivity that brings a great revolution in the entire organization. In addition, loyal employees also pertinent to run the organization smoothly and profitably. It was propose that loyal employees will eventually benefit the organization to achieve their goals and proceeding in right direction (Reddy, 2016).

Therefore, attracting and retaining employees in the organization is remains enormous challenge among human resource personnel and eventually demand them to understand the employee personnel needs and making them satisfied as much as possible which eventually will ensure the workforce remain with the organization on long term basis (Imtiaz Hussin, 2018).