



TYPES OF BENEFITS THAT INFLUENCE LOYALTY OF EMPLOYEES: A CASE  
STUDY AT C.S RUDY ELECTRIC SDN BHD KOTA KINABALU SABAH

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## DECLARATION

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged.

Signed

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## **ABSTRACT**

Employees sometimes does not satisfied with the benefits given by their manager or employers, while managers tend to ignore or does not concern about their employees requirement like giving them adequate benefits. It is obvious that loyalty of employees will be influence by the benefits given to them. In this research, it will be focusing on the study of types of benefits that influence loyalty of employees at C.S Rudy Electric Company. The main objective in this study is to identify the types of benefits that influence employees' loyalty the most, to compare employees loyalty between gender and to identify that the benefits given can influence employees to stay and loyal to that company. The method that has been used in collecting the data is through questionnaires and all the data are process using SPSS 14.0. About 30 respondents were used for the research and the questionnaires were distributed using convenient sampling technique. From the study, majority of the employees satisfied with the benefits given to them and seek to be more loyal with the C.S Rudy Electric Company. Moreover, from the study, it has showed that there is no difference in loyalty between male and female.

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