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ABSTRACT

Healthcare industries require skilled, reliable and loyal employee to provide efficient and continuous medical services. Responding to this specific concern the research focused on the employee loyalty among KPJ Johor Specialist Hospital. The study emphasizes on the non-nursing divisions in KPJ Johor Specialist Hospital that contributed to the high turnover rate 3.10% in year 2020. The non-nursing divisions represent 44% of the total employment in KPJ Johor Specialist Hospital with 1024 employees as the end of year 2020. Since each employee has a different set of characteristics and needs, which are related to factors influencing his or her loyalty to the organization. Therefore, this research put attentions onto the relationship of employee benefits, career advancement opportunity, leadership style, organization culture and motivation as main factors contributing toward employee loyalty. A total of 210 among 452 non nursing employee population has been survey approached by using a set of questionnaires. The finding highlights all variable results had significant positive influences on employee loyalty. Result shows these factors contributed in 62% of employee loyalty in KPJ Johor Specialist Hospital. However, the factor of motivation and employee benefits are strongly significant toward the employee loyalty in KPJ Johor Specialist Hospital. This research could be a reference for other companies and further investigation.

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TABLE OF CONTENTS

	Page
Confirmation By Panel of Examine	
Abstract	iv
Acknowledgement	v
Table of Contents	ix
List Of Tables	x
List Of Figures	xiii
List Of Plates	xiv
List of Abbreviations	
 CHAPTER ONE: INTRODUCTION	
1.1 Preamble	1
1.2 Background of Research	1
1.3 Company overview	2
1.4 Academic Construct	4
1.4.1 Situational Analysis (SWOT Analysis)	6
1.4.2 Problem Statement	9
1.4.3 Research Framework	10
1.4.4 Recommendations (TOWS Matrix)	12
1.5 Research Questions & Research Objective	12
1.5.1 Research Questions	13
1.5.2 Research Objective	13
1.6 Significance of the Research	14
1.7 Scope of Research	14
1.8 Definition of Key Terms	15
1.9 Summary	16

CHAPTER TWO: LITERATURE REVIEW

2.1	Preamble	17
2.2	Employee loyalty	17
2.3	Employee benefits.	19
2.4	Career Advancement opportunity	20
	2.4.1 Protean careers	20
	2.4.2 Planning	20
	2.4.3 Psychological contract	20
	2.4.4 Programs	21
	2.4.5 Promotion	21
2.6	Leadership style	23
2.7	Organizational culture	25
2.8	Motivation theory: Herzberg's Motivator-Hygiene	26

CHAPTER THREE: METHODOLOGY

3.1	Preamble	29
3.2	The Research Design	29
3.3	The Sampling Design	29
3.4	Data Sources	31
3.5	Research Instrument	32
	3.5.1 Design of Instrument	32
3.6	Question Design	33
3.7	Operationalization of variables	33
3.8	The Data Analysis	34
	3.8.1 Data Processing	34
	3.8.2 Descriptive Statistics	34
	3.8.3 Scale Assessment	35
	3.8.4 Application of Analysis Tools	35
	3.8.4.1 Pearson Correlative Analysis	36
	3.8.4.2 Analysis of Variance (ANOVA)	36
3.9	Ethical Consideration	37
3.10	Summary	37