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RESEARCH METHODOLOGY (ADS 501)

THE BENEFITS THAT INFLUENCE EMPLOYEES LOYALTY IN MALAYAN BANKING BERHAD (MAYBANK), SABAH

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ABSTRACT

This research had done in the main branch of Maybank in Kota Kinabalu. Where, the respondents are 30 people. This research done is to see whether the benefits given by the organization or by Maybank can influence the loyalty of their workers. In order to make this research success, the objectives are already set so that we can evaluate whether the benefits given in Maybank can influence the employees loyalty.

At the end of the research, it was found out that the benefits had influence the employees loyalty. However, it depends on what benefit that the organization give to their employees. Most of the employees are loyal to Maybank because the benefits given are equal to all their workers. Several recommendations have been recommend at the end of the research as to enhance and increase the number of loyal employee in their organization.

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