

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING EMPLOYEE
RETENTION AT AMBANK BRANCH,
MELAKA**

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ABSTRACT

The increasing trend of turnover rate in AmBank, Jalan Munshi Abdullah had triggered the researchers to conduct a study on factors that may influence the employees from leaving the company. From the related studies and journals, 3 independent variables had been identified, compensation, training and development and leader support, which may affect retention of employee (dependent variable). In order to investigate the effect of the 3 independent variables against the dependent variable, 3 academic tools had been used namely, Regression Analysis, Internal-External Factors Evaluation (IFE & EFE) matrix and TOWS. Result from the regression analysis indicates that leader support has strongest effect on employee retention. IFE and EFE matrix help to identify the internal and external environment of AmBank, Jalan Munshi Abdullah and from that Internal-External (IE) matrix had been constructed to identify the business position of AmBank, Jalan Munshi Abdullah. Result shows that AmBank, Jalan Munshi Abdullah in a position of hold and maintain. The last academic tool used is TOWS matrix where from this tool 9 strategies have been developed. From the 9 strategies develop in TOWS matrix, the researchers had recommended 3 most feasible strategies to be implemented by AmBank, Jalan Munshi Abdullah which are, to regularly conduct programs and activities that may improve loyalty and confident level of the employees towards the company, to make it compulsion to all staff to be fully licensed in investment and insurance subjects and the last recommendation is to provide additional benefits for executives staffs.

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