



**ASSESSING THE FACTORS THAT AFFECTING EMPLOYEE  
ENGAGEMENT IN ORGANIZATION**

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**JUNE 2016**

## **ACKNOWLEDGEMENT**

Firstly, I am Puteri Nur Aqila would like to thank Allah SWT for helping me to complete this research. I also like to thank my advisor, Sir Ferri Bin Nasrul for all his valuable support and guidance given to me until I managed to complete my research successfully. Beside I also want to give special thanks to Dr Faridah Najuna Binti Misman for her guidance and countless advice to the students in completing the research project paper.

I also like to express my appreciation to Universiti Technology Mara (UiTM), Segamat, Johor for giving me full support in completing my research.

Lastly, I also like to say thank you to my parents my family members and friends for all their prayers, support and guidance until I managed to complete this research

Thank you.

## **ABSTRACT**

In this modern era, the organization needs to compete with other organization and attempt by cutting cost, redesigning business design and rightsizing the number of employees. To do so, an organization need to build employee engagement first to ensure the productivity of business can generate the profitability like usual. Here employee engagement is refer as a property of the relationship between an organization and its employees. An engaged employee is the one that enthusiastic with the work and willing to give full commitment in order to increase organization interest and reputation. Therefore, this study attempts to identify the factors that may influence employee engagement in organization. Several factors may affect the employee engagement in organization such as leader's behavior, high performance work practices, and possible role of Islamic value. The study will use quantitative approach. The primary data collection will get through survey questionnaires and secondary data sources will get through articles, journal and internet

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

This chapter of introduction will discuss about nine subtopic that are background of the study, problem statement, research objective, research question, and scope of study, significance of study, limitation of study, definition of term and summary. This research focuses on assessing the factor that affecting employee engagement in organization.

### 1.2 Overview and Background of Study

This research focuses on the determinant factors that affecting employee engagement in the organization .An engaged employee is the one that enthusiastic with the work and willing to give full commitment in order to increase organization interest and reputation. According to Kruse (2012) engagement is the emotional commitment of the employee to the organization and its goals. That is they work on behalf of the organization's goal and not regarding pay check or for the next promotion. Meanwhile, Whitehurst (2012) said that employee engagement is the art of getting people to believe what you want them to believe. Recently, the concept of employee engagement is getting its concerns and awareness not only from local but in global. Employees that been engaged are said to increase the productivity and also income of the company. According to the Amabile & Kramer (2011) employees can think better and have new ideas on days when they feel happier.