



**THE FACTORS INFLUENCING EMPLOYEE RETENTION AMONG 3 STAR  
HOTEL EMPLOYEE IN MALACCA CITY**

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## TABLE OF CONTENTS

	Page
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	xi
ABSTRACT	xii
<b>CHAPTER 1 : 1.0 INTRODUCTION</b>	<b>1</b>
1.1 Background of Study	2
1.2 Problems statement	3
1.3 Research objective	6
1.4 Research questions	6
1.5 Significance of Study	7
1.6 Scope of Study	8
1.7 Limitations	9
1.8 Definition of Terms	10
1.9 Chapter summary	12

<b>CHAPTER 2 : 2.0</b>	<b>LITERATURE REVIEW</b>	<b>13</b>
2.1	Employee Retention	13
2.2	Work environment	16
2.3	Communication	18
2.4	Work-life balance	23
2.5	Autonomy	28
2.6	Theoretical framework	31
2.7	Research hypothesis	32
2.8	Chapter summary	34
<b>CHAPTER 3 : 3.0</b>	<b>RESEARCH METHODOLOGY</b>	<b>35</b>
3.1	Research design	35
3.2	Type of data	36
3.3	Instrument	37
3.4	Validity of instrument	37
3.5	Sampling design	37
3.6	Measurement and scaling	39
3.7	Data collection method	39
3.8	Data collection procedures	40
3.9	Data analysis	41
3.10	Pilot test / survey	42
3.11	Data preparation and processing	43
3.12	Chapter summary	44

## ABSTRACT

**Purpose** – To define study of factors influencing employee retention that are work environment, communication, work-life balance and autonomy.

**Problem statement** – Turnover problem in hotel industry become a worst issue that need to be solved and organization need to seek for the solution to make employee stay long in organization.

**Objective** – To identify the factors that lead to employee retention, to identify the significant relationship between work environment, communication, work-life balance and autonomy with employee retention, as well as to find the most influences factor to employee retention in 3 Star Hotel Industry in Malacca City.

**Methodology** – A close-ended questionnaire survey is conducted with a sample size of 118 respondents. SPSS version 22.0 is used to find the data reliability, frequencies of data, descriptive analysis, correlation test, and regression test in order to test all the hypothesis involved and to also answer all the objectives that present.

**Summary of the findings** – Three of independent variables are work environment, communication, and work-life balance are significantly related to employee retention where are autonomy are not significantly related to employee retention. Besides that, the most influencing factor affecting employee retention is work environment. On the other hand, the highest factor influencing employee retention is the good with other employee in the organization.

**Keywords** – Employee retention, Work Environment, Communication, Work-Life Balance, Autonomy