



THE FACTORS THAT INFLUENCING THE RETENTION
RATE IN AL ISRA' ASSOCIATES MELAKA SDN. BHD.

NURSHARMIMI NAJIHAH BINTI NOORDIN

2014427452

BACHELOR OF BUSINESS ADMINISTRATION WITH

HONOURS (HUMAN RESOURCES)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

MALACCA CITY CAMPUS

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This research is conducted to identify the factors that influencing employee retention among employees. The factors consist of career development, superior-subordinate relationship and work-life balance. The results of this research are based on four objectives. To investigate the relationship between career development and employee retention among employees in Al Isra' Associates Melaka Sdn. Bhd. To investigate the relationship between superior-subordinate relationship and employee retention among employees in Al Isra' Associates Melaka Sdn. Bhd. To investigate the relationship between work-life balance and employee retention among employees in Al Isra' Associates Melaka Sdn. Bhd. This research is conducted to study whether independent variable have positive relationship with dependent variable among employee.

This research also conducted to determine which factor has most significant relationship towards employee retention. Data was gathered through questionnaire from Al Isra' Associates Melaka Sdn. Bhd. then, the data are analysed using SPSS version 20.0