



**WORK RELATED FACTORS TOWARD EMPLOYEE RETENTION
IN KOTRA PHARMA, MELAKA**

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ABSTRACT

Employee retention refers to the strategies that the organization designed to ensure the employees working continuously within organization. Employees' turnover will make the company loss of knowledgeable and valuable employees which tend to be considered as an asset to the company.

The pharmaceutical industry keeps growing in term of it figures from year to year, however, the turnover rate for pharmaceutical industry getting higher than other industry. This study aimed to determine the relationships between compensation, job satisfaction and career growth opportunity towards employee retention among manufacturing employees in Kotra Pharma Company, Malacca.

There are many departments available in the organization, the questionnaire distributed to the employees from production department (Block A) which consists of 120 and the most appropriate number of sample size is 90 employees. After the questionnaires collected from the respondents, the Statistical Package for the social Sciences (SPSS) will analyze the data and generate final result of the research.

The data will analyze the demographic variables such as age, gender and length of service which may assist the examining of relationship between independent variables and dependent variable. The SPSS will measure the data that has been collected by using multiple regression, correlation, reliability analysis and standard deviation such as mean and medium.