



“FACTORS THAT INFLUENCING EMPLOYEE ENGAGEMENT”

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JANUARY 2018

ACKNOWLEDGEMENT

In the name of Allah s.w.t the Most Gracious and the Most Merciful, I was able to complete my research project within the time given as to fulfill the requirements of faculty in the scope of Industrial Training. I would also like to express my deepest gratitude to everyone who supported me throughout compiling this report and those who have been helping me directly or indirectly.

Besides that, I would like to express my gratitude to my parents Mr. Bin and Mrs. Binti for their support and understanding throughout my commitment towards this research project. They also give me financial supports throughout this whole journey to allow me back to back to see my advisor at Universiti Teknologi Mara, Melaka City Campus for the past few months.

Furthermore, I would like to take this opportunity to thank to my advisor, Mr. Helmy Fadlisham Bin Abu Hasan who has been very patient in guiding and been very supportive in expressing his thoughts and ideas. He also gave a constructive comments and most beneficial assistances throughout the development of this research project and ensure that this paper will be the most presentable way before I present this research project to the examiners.

Special thanks were dedicated to all the staff at 'Majlis Perbandaran Batu Pahat' for their cooperation in answering and giving feedback for this research study. Thanks also to my supervisor during my industrial training Mr. Aripin Bin Jelani for his guidance in working life and his understanding throughout the whole journey of completing this research project. May Allah bless and be upon each and every one of you.

Last but not least, thanks for the UiTM management for giving chance to their students to gain the real situations in the working environment to prepare themselves upon completing their studies. Their effort in exposing students to adapt in the work setting was invaluable in producing excellent graduates. Not forgot, thanks also to my lovely friends, Fatinah Binti Ramthan and NurFatin Binti Mohd Dahlan for her opinion and understanding regarding this research.

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ABSTRACT

Employee engagement is a complex and challenging goal for an organization. In today's diverse workforce it has become even more challenging. Employees who are properly engaged and managed can be considered as esteemed assets and they can become competitive advantages to the organization as people are difficult to imitate (Anitha, 2014).

Even though there are high number of studies that have been conducted to test the effect of employee engagement, there is a need to study what are the factors that influencing employee engagement, particularly in Malaysia. Thus, this study to investigate the relationship between four factors that influencing employee engagement which are leadership, communication, work environment and motivation. The study covered a sample of 191 employees from 383 employees at 'Majlis Perbandaran Batu Pahat'. The study was selected through convenient sampling technique. Primary data are used in this data through the development of questionnaires. Based on the analysis, leadership, communication, work environment and motivation have high positive relationship with employee engagement with significant level less than p -value 0.01. The most influence variable is leadership with Beta Coefficient = 0.309, sig= 0.000 compared to another independent variables.