DETERMINANTS OF RETENTION AMONG INSURANCE AGENTS AT PRUDENTIAL ASSURANCE MALAYSIA BERHAD (PAMB)

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Dear Sir/Madam,

THE SUBMISSION OF PROJECT PAPER HRM 672

As mentioned here, the title of the research is “DETERMINANTS OF RETENTION AMONG INSURANCE AGENTS AT PRUDENTIAL ASSURANCE MALAYSIA BERHAD”. The purpose is to fulfill the requirement for the study by the Faculty of Business Management, Universiti Teknologi Mara and we hope after doing this research, we have successfully complete the entire requirement for our study.

Thank you.

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Yours faithfully,

SITI SAKINA BINTI ROSLEE

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# TABLE OF CONTENT

Letter of Submission .................................................. i
Acknowledgement ......................................................... iii
Table of content .......................................................... iv
List of table .................................................................. vi
List of figure ................................................................... vii
Abstract ......................................................................... vii

## CHAPTER ONE: INTRODUCTION

1.0 Introduction ............................................................. 1
1.1 Background of Company ............................................ 4
1.2 Significance of the Study ............................................ 5
1.3 Limitation of the Study .............................................. 6
1.4 Problem Statement ................................................... 7
1.5 Research Objectives ................................................ 8
1.6 Research Questions .................................................. 8
1.7 Definition of Terms ................................................... 9

## CHAPTER TWO: LITERATURE REVIEW

2.0 Work Retention ....................................................... 10
2.1 Leadership and Supervision ....................................... 12
2.2 Work Life Balance ................................................... 15
2.3 Training and Development ........................................ 18
2.4 Theoretical Framework ............................................ 20
2.5 Hypothesis ............................................................... 20

## CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction ............................................................. 21
3.1 Research Design ..................................................... 21
3.2 Population .............................................................. 23
ABSTRACT

This study is about to investigate what are the factor of retention among insurance agents in Prudential Assurance Malaysia Berhad (PAMB). The study only focuses towards the insurance agents rather than other kind of employees in the organization. This is because the agents are the most stressful, busy, and have unfixed working hour rather than other person in the workplace but they still retain in the organization. There are three independent variables in this research which is leadership, work life balance and training and development whereas the dependent variable is retention. This research will involve 82 of insurance agents which is the total population of insurance agent in Excellent Group in Prudential Assurance Malaysia Berhad (PAMB). The result from this study shows that training and development is the factor of retention for the insurance agents rather than other factor.