

**A STUDY ON EMPLOYEE RETENTION IN
A CONSTRUCTION COMPANY**

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**THESIS SUBMITTED TO OTHMAN YEOP
ABDULLAH GRADUATE SCHOOL OF BUSINESS,**

UNIVERSITY UTARA MALAYSIA

**AS AN ACADEMIC PARTIAL REQUIREMENT FOR
THE AWARD OF**

MASTER IN HUMAN RESOURCE MANAGEMENT

AUGUST 2012

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This declaration is to clarify that all of the submitted contents of this project paper are original in its stature, excluding those which have been, acknowledge specifically in the references. All the work process involved is from my own idea and work. All of the content of this project paper has been submitted as a part of partial fulfilment of Master of Human Resource Management programme. I hereby declare that this project paper is the work of my own excluded for the references document and summaries that has been acknowledged.

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ABSTRAK

Banyak syarikat pembinaan telah mengalami keciciran pekerja yang menyebabkan kesan buruk kepada industry pembinaan. Kajian telah dijalankan bertujuan untuk mengenal pasti punca keciciran dan cara mengatasinya. Kajian dijalankan dengan kaedah “questionnaire”, sebanyak 100 peserta daripada 200 yang dipilih secara rawak telah melengkapkan questionnaire tersebut. Kajian menunjukkan, kepuasan kerja dan motivasi adalah mempengaruhi pekerja untuk kekal di syarikat tersebut. Selain itu punca keciciran adalah dipengaruhi oleh kemudahan, waktu bekerja, susunan kakitangan dan kecuaiannya semasa menjalankan process pemilihan dan pengambilan.

ABSTRACT

Many construction companies experiences high attrition, which negatively impacts the construction industry. This study's objective was to identify employees are leaving and propose retention initiatives. The research instrument used to obtain data was questionnaire. A total of 200 questionnaires were randomly distributed to employees from construction companies. Researcher has also conducted interview with the subject expert. However, only 100 respondents returned the completed questionnaires. Correlation analysis was used to test the inter correlation between the variables. Correlation result shows that these two variables of motivation and job satisfaction were correlated with employee retention in the organization. The Pearson correlation used to measure the significance of linear bivariate between the independent and dependent variables thereby achieving the objectives of this study. Linear regressions used to determine the relationship between independent and dependent variables, the direction of the relationship and strength of the relationship. Results indicate attrition is associated with compensation, work hours, staffing and improper selection/hiring of employees. These findings show that the related factors should be given attention to retain employees in the organisation.

ACKNOWLEDGEMENTS

First and foremost let me sincerely thanks to my Project Supervisor and advisor En Mohmad Amin Bin Mad Idris for the great opportunity and blessings that he has taken his time in bringing his experience, expertise to bear on an important section; to provide excellent support during the writing process to make this project paper.

I render my whole hearted thanks to all the other respected faculties of the management department, lecturers and all other office staff for their assistance and co-operations given to me in regard to this work.

Thanks to all the human resource professionals, my superior, colleagues and fellow consultants and clients whose thoughts and actions have inspired and contributed to the continuing quest for human capital management practices that produce business success. Their ideas and wisdom enrich this project paper a reality.

Once again I take this opportunity to convey my thanks to each and every person who helped me directly and indirectly who responded to the surveys with honesty, faith that maybe their comments would help to make things better.

I thank my parents and all other family members for their valuable support and encouragement in completion of this project paper.

CHEW SIEW YEE (807390)

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LIST OF ABBREVIATIONS

HR : Human Resource

UUM : University Utara Malaysia

CHAPTER 1 - INTRODUCTION

1.1 BACK GROUND OF THE STUDY

An organization is a set up where individuals come together and work in unison to achieve a common goal is called as organization. Individuals working together in an organization to earn their bread and butter as well as make profits are called employees. Employees are the lifeline of an organization and contribute effectively to its successful running and profit making.

An organization cannot survive if the employees are not serious about it and are more concerned about their personal interests.

In today's intensely competitive and global marketplace, maintaining a competitive advantage by becoming a low cost leader or a differentiator puts a heavy premium on facing a highly committed or competent workforce. Competitive advantage lies not just in differentiating a product or service or in becoming the low cost leader but in also being able to tap the company's special skills or core competencies and rapidly respond to customer's needs and competitor's moves. In other words competitive advantage lies in management's ability to consolidate corporate-wide technologies and production skills into competencies that empower individual businesses to adapt quickly to changing opportunities.

In a growing number of organizations human resources are now viewed as a source of competitive advantage. There is greater recognition that distinctive competencies are obtained through highly developed employee skills, distinctive organizational cultures, management processes and systems. This is in contrast to the traditional emphasis on transferable resources such as equipment increasingly it is being recognized that competitive advantage can be obtained with a high quality workforce that enables

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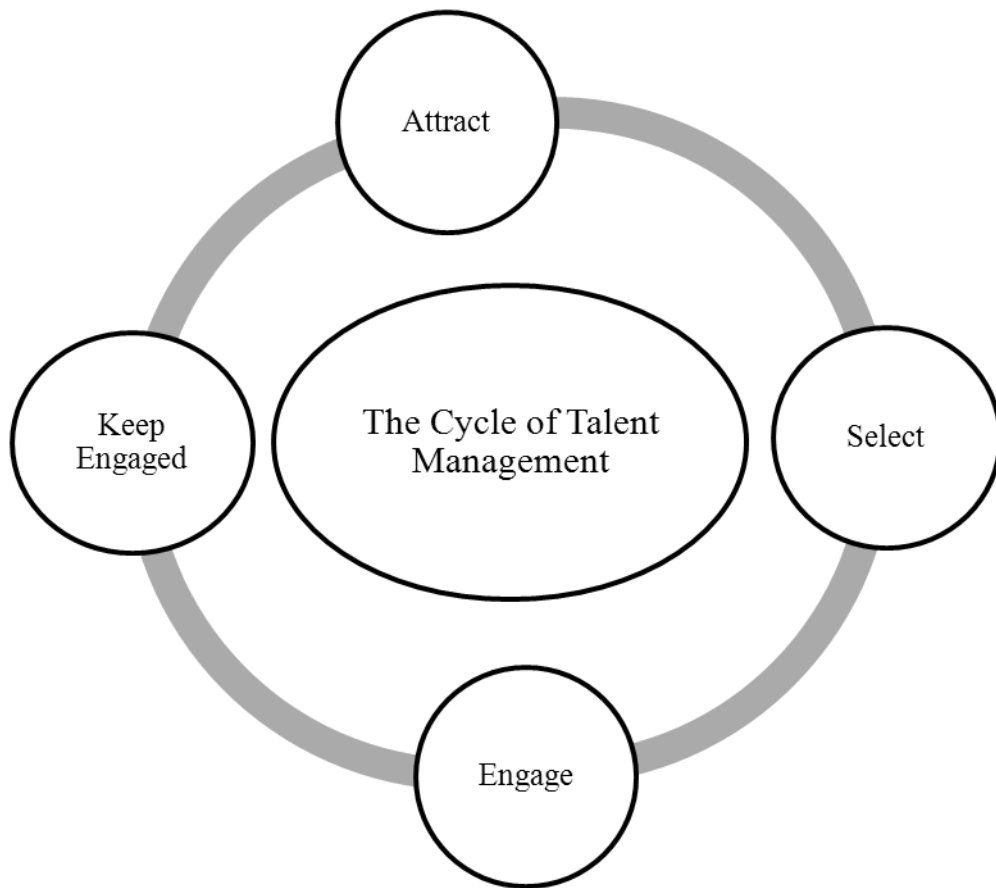


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