

**THE EFFECT OF HYGIENE AND MOTIVATOR FACTORS ON
EMPLOYEE RETENTION.**

**A CASE STUDY IN PADIBERAS NASIONAL BERHAD
(BERNAS) KELANTAN**

**BY:
NUR FAUZAN BINTI FAUZI**

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College of Business,

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ABSTRAK

Objektif kajian ini adalah untuk melihat hubungan antara faktor persekitarankarja, pampasan, sokongan latihan / pembangunan dan sokongan penyelia dan pengekalan pekerja di Padi Beras Nasional Berhad (BERNAS) di Kelantan. Penyelidikan yang dilakukan oleh min kajiselidik, Satusoal selidik telah diedarkan kepada 60 responden. Data telah dianalisis menggunakan "Pakej Statistik untuk Sains Sosial (SPSS Window) Versi 16,0.

Analisis korelasit telah digunakan untuk menguji perkaitan antara pembolehubah.

Hasil korelasim menunjukkan bahawa duapembolehubah ia itu persekutuan kerja dan sokongan penyelia adalah korelasid dan duapembolehubah ia itu pampasan dan latihan / pembangunan tidak korelasid dengan pengekalan pekerja dalam organisasi.

Walaubagaimanapun, dalam analisis regresi berganda, ia mendapat bahawa persekutuan kerja, pampasan, latihan / pembangunan dan sokongan penyelia berkaitan dengan pengekalan kakitangan. Persekutuan kerja juga mempunyai kesan ke atas pengekalan pekerja yang lebih tinggi. Inibermakna bahawa persekutuan kerja adalah faktor dominan yang mempengaruhi pengekalan pekerja BERNAS di Kelantan. Penemuan ini menunjukkan bahawa faktor-faktor berkaitan perludiberi perhatian untuk mengekalkan pekerja dalam organisasi. Beberapa catatan telah ditawarkan untuk organisasi dan untuk penyelidikan masadepan.

ABSTRACT

The objective of this study was to examine the relationship between for factors which are work environment, compensation, training/development and supervisor support and employee retention in PadiBerasNasionalBerhad (BERNAS) in Kelantan. The research done by mean of survey, a questionnaire was distributed to 60 respondents. Data was analyzed by “Statistical Package for Social Science” (SPSS Window) Version 16.0.

Correlation analysis was used to test the inter correlation between the variables. Correlation result shows that two variables i.e work environment and supervisor support were correlated and two variables i.e compensation and training/development were not correlated with employee retention in the organization.

However, in the multiple regression analysis, it was found that work environment, compensation, training/development and supervisor support were related to employee retention. Work environment has the higher effect on employee retention. This means that work environment is the dominant factor influencing the employee retention of the BERNAS Kelantan workers. These findings show that the related factors should be given attention to retain employees in the organization. Some recommendation have been offered for the organization and future research.

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TABLE OF CONTENTS

Permission to Use	ii
Abstrak	iii
Abstract	iv
Acknowledgement	v
Table of Contents	vi
List of Figures	ix
List of Tables	x
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction to the Study	1
1.2 Background of the study	3
1.3 Problem Statement	4
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Significance of the study	7
1.7 Scope and Limitations of the study	7
1.8 Organization of the Thesis	8
CHAPTER TWO: LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Defining Employee Retention	9
2.3 Work Environment	12
2.4 Compensation	14
2.5 Training/Development	15
2.6 Supervisor Support	18
2.7 Hypothesis Development	19

2.7.1 Work Environment	19
2.7.2 Compensation	20
2.7.3 Training/Development	20
2.7.4 Supervisor Support	21
2.8 Underlying Theories	22
2.8.1 Herzberg: Two Factors Theory (TFT)	22
2.8.2 Maslow's Need Hierarchy Theory	26
2.9 Related Theory	29
2.9.1 ERG Theory	29
2.9.2 Expectancy Theory	31
2.9.3 Theory X and Theory Y	33
2.9.4 Contingency Theory	41
2.9.5 Equity Theory	44
2.9.6 Attribution Theory	51
2.9.7 Intrinsic and extrinsic motivation	61
2.9.8 Goal Setting Theory	63
2.10 Conclusion	66
 CHAPTER THREE: METHODOLOGY	 67
3.1 Introduction	67
3.2 Theoretical Framework	67
3.3 Research Design	68
3.3.1 Types of study	69
3.3.2 Unit of Analysis	70
3.3.3 Population Frame	70
3.3.4 Sample & Sampling Technique	70
3.4 Measurement	70
3.4.1 Detailed Description of the Instrument	70
3.5 Data Analysis	72
3.5.1 Reliability Test	72

3.5.2 Descriptive Statistics	72
3.5.3 Inferential Statistics	73
3.6 Conclusion	74
 CHAPTER FOUR: FINDINGS	 75
4.1 Introduction	75
4.2 Findings	75
4.2.1 Demographics Characteristics	75
4.2.2 Reliability Test	80
4.2.3 Relationship between work environment, Compensation, Training/development, supervisor support and employee	
Retention	81
4.2.4 Dominant Dimension that Effect	
Employee Retention	83
4.3 Summary of Hypothesis Testing	86
4.4 Conclusion	86
 CHAPTER FIVE: DISCUSSION & CONCLUSION	 87
5.1 Introduction	87
5.2 Overview of the Findings	87
5.3 Discussion	87
5.4 Recommendations for future studies	90
5.5 Conclusion	91
REFERENCES	93
Appendix: Questionnaire	100

LIST OF FIGURES

Figure 2.1: Herzberg Two Factors Theory (TFT)	22
Figure 2.2: Maslow's Hierarchy of Need Theory	26
Figure 2.3: ERG Theory	29
Figure 2.4: Expectancy Theory	31
Figure 2.5: Theory X and Theory Y	33
Figure 2.6: Contingency Theory	41
Figure 2.7: Equity Theory	44
Figure 2.8: Attribution Theory	51
Figure 2.9: Intrinsic and extrinsic motivation	61
Figure 2.10: Goal setting theory	63
Figure 3.1: Summary of the theoretical framework	68
Figure 4.1: Gender	76
Figure 4.2: Age	77
Figure 4.3: Marital Status	78
Figure 4.4: Length of Services	79
Figure 4.5: Level of Education	80

LIST OF TABLES

Table 3.1: The interpretation of the strength of correlation according to “Guilford Rule of Thumb”	74
Table 4.1: Frequency Distribution – Gender	75
Table 4.2: Frequency Distribution – Age	76
Table 4.3: Frequency Distribution – Marital Status	77
Table 4.4: Frequency Distribution –Length of Service	78
Table 4.5: Frequency Distribution – Education	79
Table 4.6:Reliability Test on Instruments	80
Table 4.7: To measure the hypothesis	81
Table 4.8: Relationship between work environment, compensation, training/development, supervisor support and employee retention	83
Table 4.9: (A)Model Summary	84
(B)ANOVA	85
(C)Coefficients	85
Table 4.10: Summary of Hypotheses Testing	86

CHAPTER ONE

INTRODUCTION

1.1 Introduction to The Study

Nowadays, the willingness of the employees to stay longer in an organization becomes one of the revenue for the company. This is because the retention of employees is very important now (Gentry et al., 2007) since it shows the organization success in implementing their strategy to produce loyal employees that will contribute to their development. According to Govaerts et al. (2011), retention can be defined as the effort by an employer to keep desirable workers in order to meet business objectives.

Successful organizations comprehend that an effective employee retention strategy will help them maintain their leadership and growth in the marketplace. Superior organizations make employee retention a core element of their talent management and organizational development strategy. Those that not succeed to make employee retention precedence are at risk of losing their top talented people to the competition. Many times companies focus least on the wellbeing of their employees and this will lead to dissatisfaction among the employees and eventually will affect employee's performance and causing employee to make a decision to leave the company looking for better opportunity, better benefit a most prominently caring employer. This will be a big problem to the company if this occurs during periods of sharp competition and stretched labor markets.

Retaining the employees is a challenge that companies need to look upon. Retention as "the ability to hold onto those employees you wants to keep, for longer than your competitors" Johnson (2000) as cited in Shoaib, Ayesha, Syed Raza, and Sajid, (2009). In Malaysia, the retention of employees becomes one of the troubles in many organizations. Although

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