

Abstract

The purpose of this paper is to evaluate employee retention rate in a strategic business unit in Malaysia, namely GEMS SBU which is a strategic business unit in one of largest telecommunication company in Malaysia, Telekom Malaysia Berhad. The paper is to evaluate the retention environment in the strategic business unit. The study seeks to provide recommendation to the strategic business unit in further improvise strategies of employee retention. Statistical data is analyzed using SPSS 13.0 with four techniques; descriptive statistics, correlation analysis, reliability analysis and regression analysis. The result shows that by combining benefits and payment, strategies, organizational culture and personal satisfaction play significant roles for employee retention in one strategic business unit. Based on these findings, various strategies were suggested which have wider managerial and policy implications for the management of turnover in similar settings.

Keywords: *Employee retention, turnover, strategies, benefits, organizational culture, personal satisfaction, strategic business unit.*