

**RELATIONSHIP BETWEEN JOB SATISFACTION WITH INTENTION TO  
LEAVE : A CASE STUDY IN 7-ELEVEN MALAYSIA SDN BHD**

**By**

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## **ABSTRACT**

This study was conducted to explore the level of intention to leave among 7-Eleven Malaysia Sdn. Bhd. employees and the relation between job satisfaction and turnover. A total of 231 guidance questionnaire developed by Hinshaw & Atwood (1984) were distributed to the sample chosen on the study consistence of two independent variables that are: (a) job satisfaction, (b) demographic; and intention to leave as dependent variable. The result revealed that the mean of employees' intention to leave among 7-Eleven Malaysia operation employees is moderate with means value is 3.24. Finally the finding of the study showed job satisfaction has a moderate positive relationship with intention to leave.

## ABSTRAK

Tujuan tinjauan ini adalah untuk mengenalpasti tahap keinginan berhenti kerja di kalangan pekerja 7-Eleven Malaysia dan hubungkaitan antara kepuasan berkerja dan keinginan berhenti kerja. Instrumen yang digunakan untuk mengukur kepuasan bekerja dan keinginan berhenti adalah *questionnaire* selidik yang dibangunkan oleh *Hinshaw & Atwood* (1984). Sejumlah 231 sampel telah dipilih untuk menentupasti hubungkaitan diantara pembolehubah bebas; (a) kepuasan kerja; (b) demografi dan niat untuk meletak jawatan sebagai membolehubah bersandar. Hasil kajian menunjukkan bahawa tahap keinginan berhenti kerja di kalangan pekerja 7-Eleven Malaysia pada tahap sederhana dengan nilai min adalah 3.24. Kajian juga telah menunjukkan kepuasan kerja mempunyai hubungan positif sederhana dengan keinginan berhenti kerja.

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# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND

7-Eleven is the world largest convenience store chain with 44,700 stores in 16 countries, which operates franchises and licenses convenience stores. 7-Eleven are convenience-oriented stores by providing a broad selection of fresh, high-quality products and services at speedy transactions and a clean, friendly shopping environment. 7-Eleven is in countries including US, Japan, Taiwan, Thailand, South Korea, China, Hong Kong, Malaysia, Mexico, Singapore, Australia, Philippines, Indonesia, Norway, Sweden and Denmark.

The owner and operator of 7-Eleven stores in Malaysia incorporated on 4 June 1984 and have made mark in the retailing scene and has been a prominent icon for over 27 years. 7-Eleven Malaysia Sdn. Bhd. becomes a wholly owned subsidiary company of Berjaya Retail *Berhad* upon its listed on the Main Market of Bursa Malaysia.

The single largest convenience store chain with over 1,200 stores nationwide, 7-Eleven Malaysia serves over half a million customers daily. 7-Eleven stores can be found across bustling commercial districts to serene suburban residential compounds throughout Malaysia, from petrol stations and LRT stations to shopping malls and medical institutions.

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