employer brand research 2019

malaysia country report.

randstad

human forward.

about randstad employer brand research.

- representative employer brand research based on perceptions of the general audience, optimising 19 years of successful employer branding insights.
- independent survey (commissioned by Randstad and conducted by Kantar TNS) with more than 200,000 respondents across 32 countries.
- reflection of employer attractiveness for the market's 75 largest employers known by at least 10% of the population.
- valuable insights to help employers shape their employer brand.

we surveyed 32 markets
representing more than 75% of the global economy.

Austria
Australia
Argentina
Belgium
Brazil
Canada
China
Czech Republic
France
Germany
Greece
Hong Kong
Hungary
Italy
India
Japan
Luxembourg
Malaysia
New Zealand
Netherlands
Norway
Poland
Portugal
Romania
Russia
Singapore
Spain
Sweden
Switzerland
UK
Ukraine
USA

number of respondents
- more than 200,000 global respondents
- 2,504 respondents from Malaysia

survey sample
- aged 18 to 65
- representative on gender
- over-representation of respondents between the ages of 25 and 44
- comprised of students, employed and unemployed workforce

survey fieldwork
- online interviews
- conducted between 11 december 2018 and 10 january 2019

survey sample composition in malaysia.

gender

male
47%

female
53%

generation

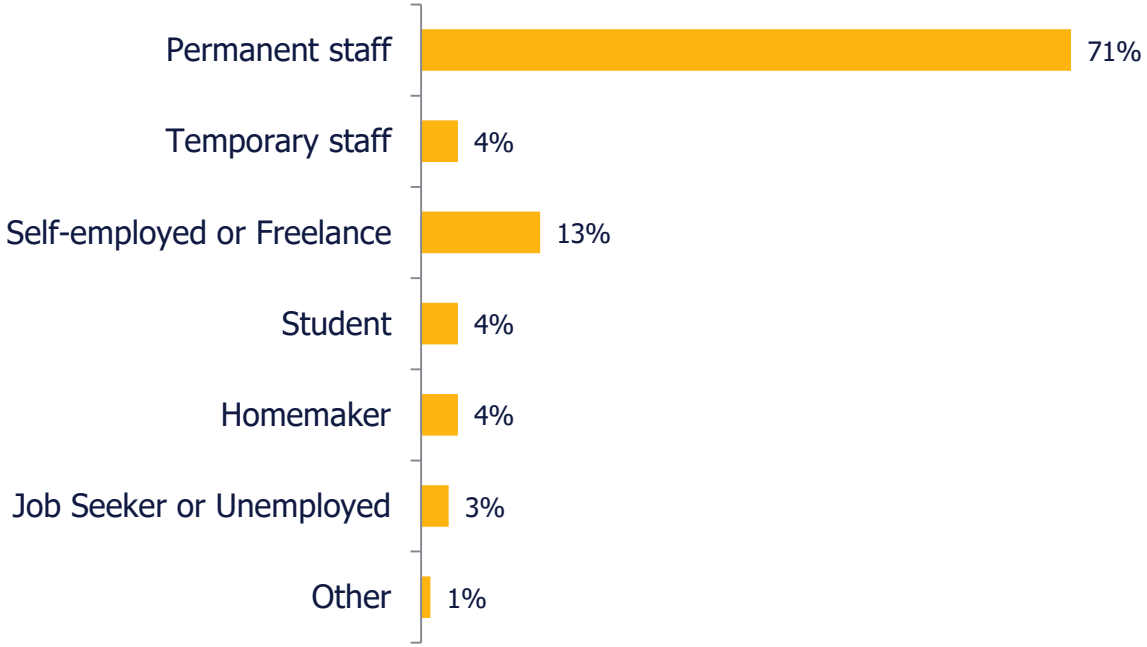
gen Z
(18-24)
10%

millennials
(25-34)
32%

gen X
(35-54)
51%

boomers
(55-64)
7%

employment status

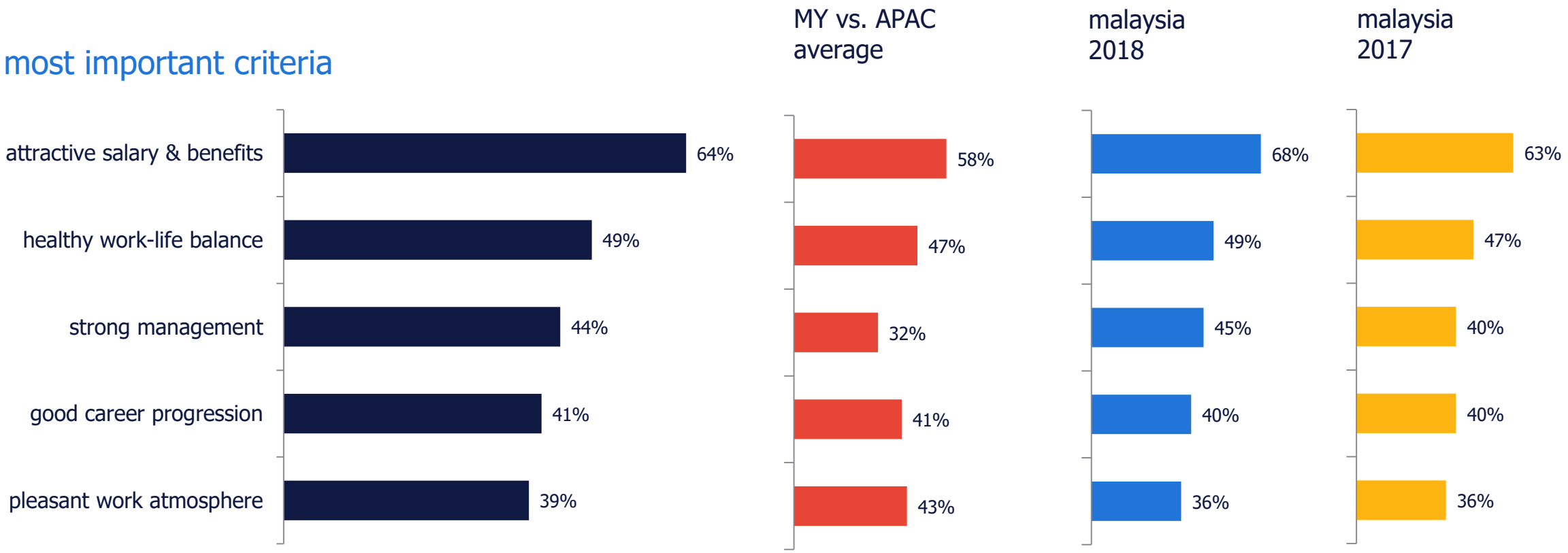


employee value proposition factors

that matter.

attractive salary and benefits matters most to workers, followed closely by healthy work-life balance.

most important criteria



clear disconnect between employees' expectations and what companies are known to be offering.

The biggest gaps are:

1. healthy work-life balance (7-point gap)
2. use of latest technologies (6-point gap)

employees' expectations of their ideal employers

1 attractive salary & benefits
2 healthy work-life balance
3 good career progression
4 pleasant work atmosphere
5 financial health
6 job security
7 very good reputation
8 interesting job content
9 use of latest technologies
10 gives back to society

companies in malaysia are perceived to offer

1 financial health
2 very good reputation
3 use of latest technologies
4 job security
5 good career progression
6 attractive salary & benefits
7 interesting job content
8 pleasant work atmosphere
9 healthy work-life balance
10 gives back to society

when seeking an ideal employer, younger workers want good training and mature workers look for financially healthy employers.

gen z (18-24)

42%

of **Gen-Zers are looking for employers that can provide good training**. This is higher when compared to Gen-Xers (24%) and Baby Boomers (27%).

gen x (35-54)

68%

of **Gen-Xers find attractive salary & benefits** a very important pull factor towards an employer. This factor is less important to Gen-Zs (54%) and Millennials (63%).

millennials (25-34)

51%

of **Millennials want to attain a healthy work-life balance**. However, Gen-Zers (44%) are less interested in striking a balance between work and life when choosing an ideal employer.

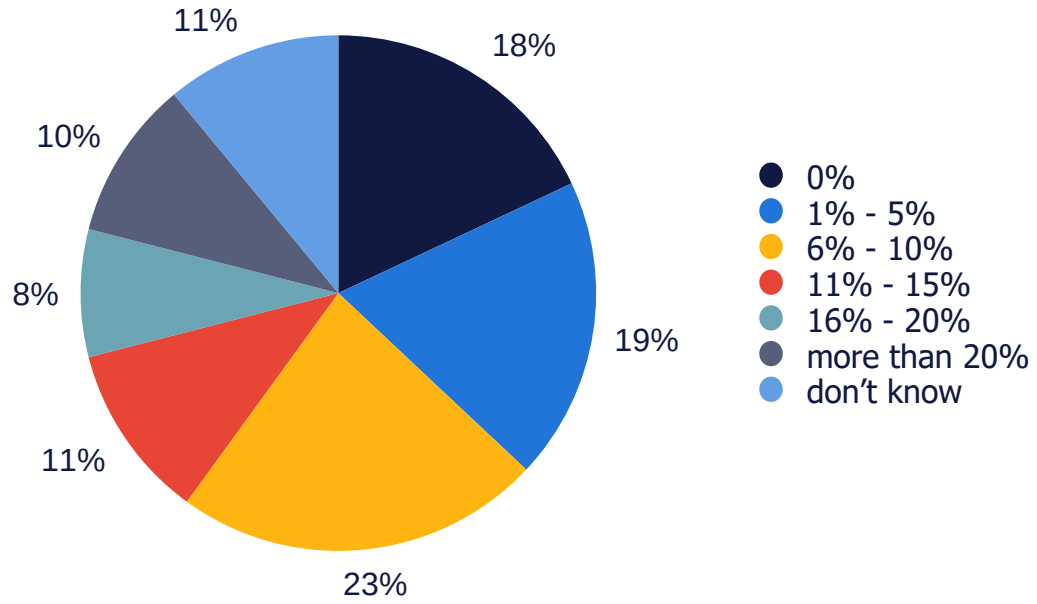
baby boomers (55-64)

50%

of **Baby Boomers are attracted to employers that have strong financials**. This is less so among Gen-Zers (30%), Millennials (33%) and Gen-Xers (37%).

29% respondents in malaysia are willing to give up at least one-tenth of their salary for better job security.

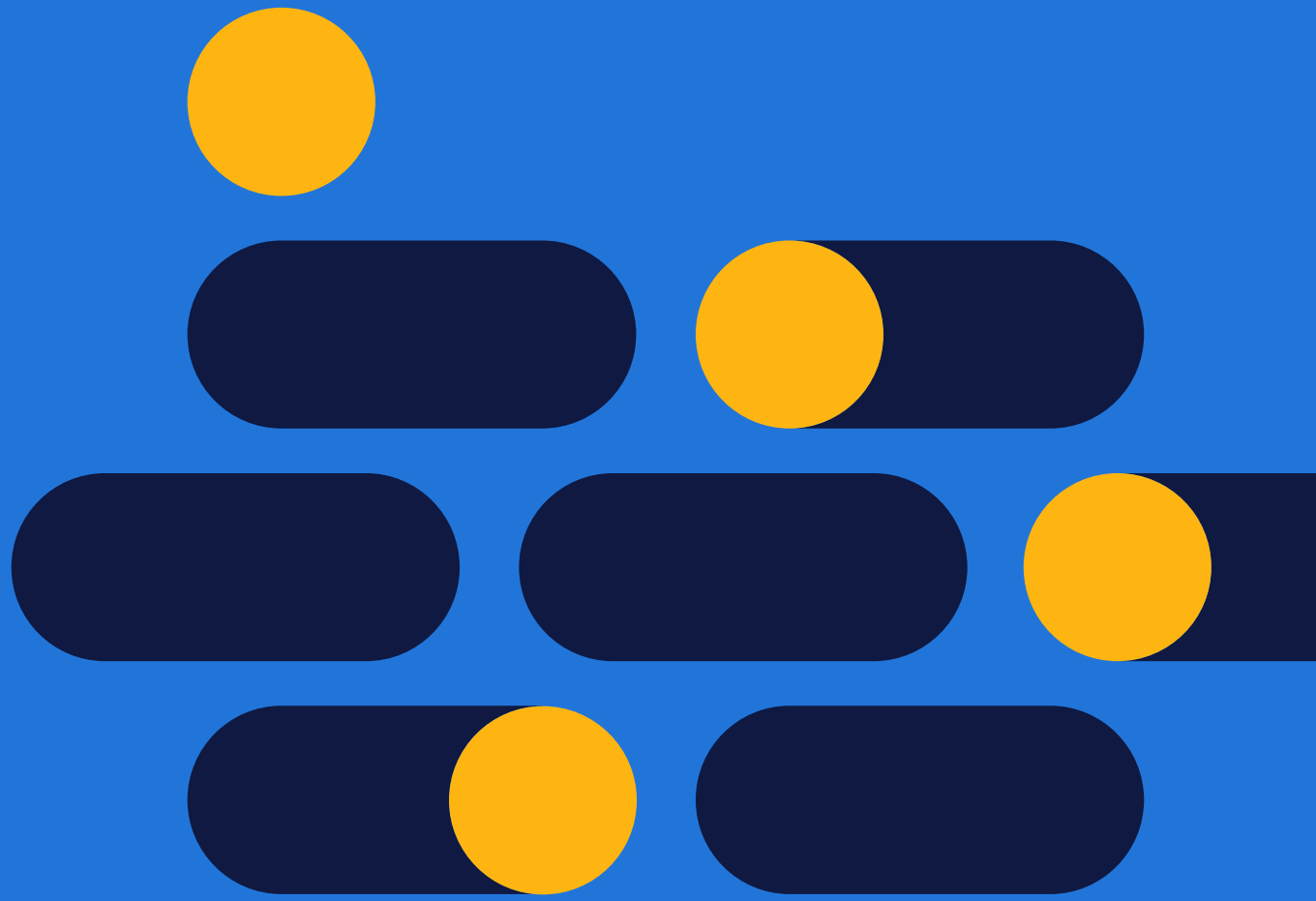
amount of salary employees are willing to forfeit in percentage



29% respondents across Asia Pacific are willing to forfeit more than 10% of their salary for better job security.

attrition & retention

in focus.



17% of respondents in APAC changed employers in 2018, 4% lower than the average in malaysia.

79%

of respondents in Malaysia stayed with their employers in 2018.

21%

of respondents in Malaysia changed employers in 2018.

intenders.

38%

of respondents in Malaysia have the intention to find a new employer in 2019.

63%

of employees who have found new employers in 2018 (n=514) have the intention to switch again in 2019.

top reasons Gen-Zers stay with their employers.

44%
good training

43%
attractive salary & benefits

41%
career progression opportunities

top reasons Gen-Zers leave their employers.

Gen-Z
(18 - 24)

36%
low compensation

35%
limited career path

35%
organisation not financially stable

top reasons millennials stay with their employers.

54%
attractive salary & benefits

45%
healthy work-life balance

37%
career progression opportunities

top reasons millennials leave their employers.

Millennials
(25 - 34)

45%
limited career path

33%
low compensation

32%
work-life balance issues

top reasons Gen-Xers stay with their employers.

60%
attractive salary & benefits

47%
healthy work-life balance

43%
good financial health

top reasons Gen-Xers leave their employers.

Gen-X
(35 - 54)

43%
limited career path

36%
low compensation

32%
organisation not financially stable

top reasons baby boomers stay with their employers.

60%
attractive salary & benefits

51%
good financial health

51%
strong management

top reasons baby boomers leave their employers.

Boomers
(55 - 64)

46%
organisation not financially stable

44%
limited career path

35%
poor leadership

top 5 channels job seekers used to look for new job opportunities.

1
job boards

2
company career site

3
recruiters

4
Google

5
LinkedIn

did you know?

In 2018, 55% of respondents from Generation-Z used Google to look for new jobs.

types of companies

people want to work for.

44% of malaysia-based employees prefer to work for large multinational corporations.

multinational corporation

44%

non-profit and government

6%

small to mid-size business

14%

family-owned business

3%

start-up

6%

own business

15%

I've no strong preference

12%

MNCs are perceived to be good paymasters
whereas other company types support wellbeing and development.

multinational (44%)

financial health

job security

attractive salary & benefits

small to midsize business (15%)

pleasant work atmosphere

work-life balance

financial health

own business (15%)

work-life balance

flexible arrangements

pleasant work atmosphere

non-profit / government (6%)

job security

financial health

career progression

start-up (6%)

career progression

good training

interesting job content

company website is the most preferred channel to evaluate an employer's reputation.

All respondents (18 – 65)	Generation Z (18 - 24)	Millennials (25 - 34)	Generation X (35 - 54)	Baby Boomers (55 - 65)
68% company website	63% company website	68% company website	68% company website	74% company website
50% opinions of friends and family	52% opinions of friends and family	49% opinions of friends and family	50% opinions of friends and family	49% opinions of friends and family
44% general online articles	43% facebook	45% general online articles	44% general online articles	45% general online articles

sector and company

2019 rankings.

energy and utilities is the most attractive sector to work for in malaysia.

1. Energy and Utilities (include oil and gas)
2. Information Communications and Technology
3. Transportation and Logistics
4. Manufacturing
5. Construction and Property
6. Manufacturing (Electrical & Electronics)
7. Automotive
8. Services
9. Banking and Financial Services
10. Conglomerate
11. Retailing and Wholesaling

The number one employee value proposition factor that sectors ranked highly in is “financial health”.

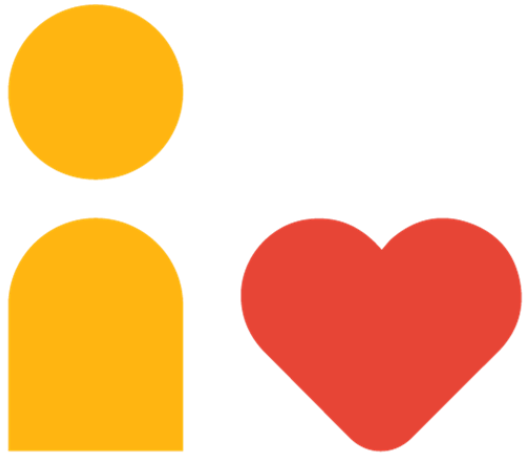
top employers
to work for in malaysia.

top 10 employers 2019	
01	PETRONAS
02	Shell Malaysia
03	Nestlé (Malaysia) Berhad
04	Intel Malaysia
05	Samsung
06	AirAsia Berhad
07	IBM
08	Huawei Technologies Malaysia
09	Sime Darby Berhad
10	Sony EMCS

top 10 employers 2018	
01	PETRONAS
02	Shell Malaysia
03	Nestlé (Malaysia) Berhad
04	AirAsia Berhad
05	IBM
06	Sime Darby Berhad
07	HP Enterprise Services Sdn Bhd
08	Sunway Berhad
09	Tenaga Nasional Berhad
10	Malaysia Airports Holdings Berhad

companies that ranked top
in each of the employee value proposition factor.

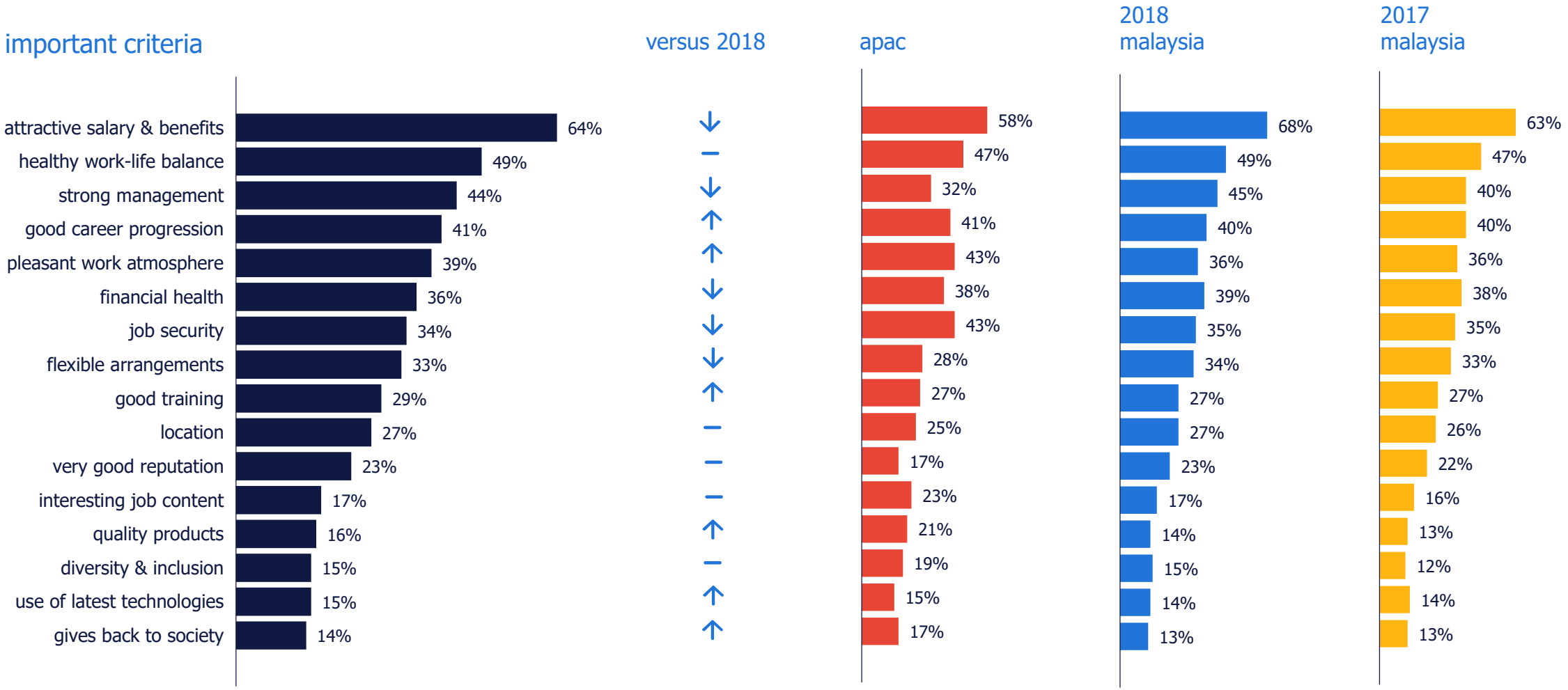
employee value proposition factor	top ranking company as perceived by employees and job seekers in Malaysia
financial health	Nestlé (Malaysia) Berhad
very good reputation	Shell Malaysia
use of latest technologies	Huawei Technologies Malaysia
job security	Nestlé (Malaysia) Berhad
good career progression	Shell Malaysia
attractive salary & benefits	PETRONAS
interesting job content	PETRONAS
pleasant work atmosphere	AirAsia Berhad
healthy work-life balance	Shell Malaysia
gives back to society	Nestlé (Malaysia) Berhad



deep dive.

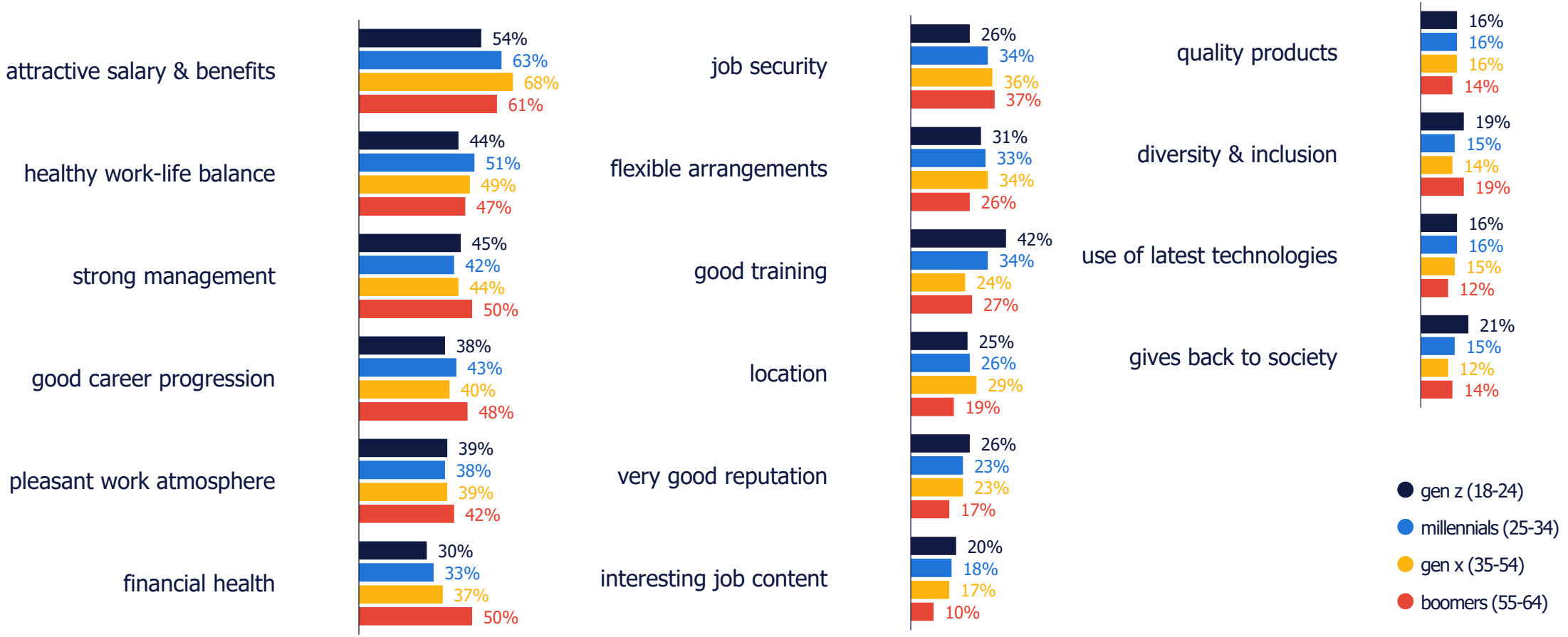
2019 employer brand research

the most important criteria to an employee or job seeker when choosing an ideal employer.



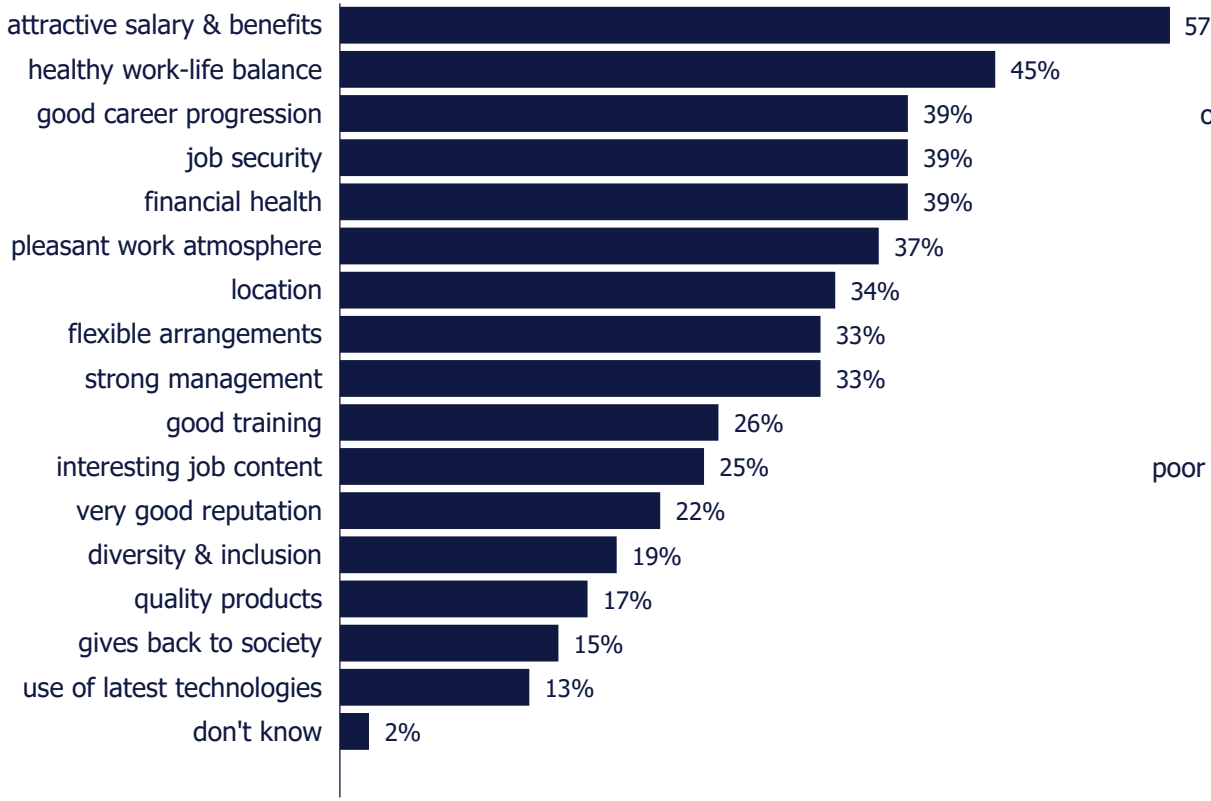
career progression and good training appeal more to males
pleasant work atmosphere and flexibility engage females.

factors that different generations look for in an ideal employer.



employees in malaysia will consider resignation if career path is limited and compensation is too low.

reasons to stay



reasons to leave

methodology

employer brand research.

employer brand research methodology
smart sampling.

Since REBR 2017 companies are evaluated between 140 and 400 respondents. The actual number of evaluations per company depends on the awareness of the company.

The error margin is determined by the % of respondents giving a certain answer and the sample size to which the question has been asked. The highest error margin occurs when 50% of the respondents give a certain answer. The error margin is lower when 30% (or 70%) of the respondents give a certain answer.

example

140 respondents have evaluated company X. Of these 140, 50% find the company nice to work for. Taking the error margin at n=140/50% into account, the real answer lies between 42% and 58%.

400 respondents have evaluated company Y and of these 400, 50% finds the company nice to work for. Taking the error margin at n=400/50% into account, the real answer lies between 45% and 55%.

1200 respondents have evaluated company Z and of these 1200, 50% finds the company nice to work for. Taking into account the error margin at n=1200/50%, the real answer lies between 47% and 53%.

Therefore, the difference in error margin is very small between n=1200 and n=400 evaluations per company (5% margin vs 3% margin at the most). As such it can be concluded that maximum 400 evaluations per company are sufficient in order to determine a reliable attractiveness per company.

In practice, this means that every company with an awareness over 35% will have max 400 respondents evaluating the company. Companies with an awareness below 35% will be evaluated by 140 to 400 people (depending on awareness).

randstad

human forward.

alistar.lien@randstad.com.sg
regional communications specialist

Please feel free to reach out if you have any questions about the 2019 Randstad Employer Brand Research or if you'd like an interview or quote from our local spokespeople.

randstad