

Factors Affecting the Turnover Intention of Non-Managerial Employees in the Apparel Industry: With Special Reference to Anuradhapura District

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Apparel industry has remarked its name in Sri Lankan economy by becoming an eminent industry and recording a significant contribution to the country's economy. However, being a labor-intensive industry, the apparel industry has been confronting an issue of employee turnover largely since last few decades. Hence, the study was focused on investigating the problem and find out factors that prompt turnover intention of employees. Developed conceptual framework included job satisfaction, job stress, work-family conflict, alternative job opportunities, and learning purpose as independent variables and employee turnover intention as the dependent variable. 200 non-managerial employees, who work in garment factories were selected as the random sample. A self-administrated close-ended questionnaire was used to reach the respondents and different statistical tests were conducted on the collected responses to address the research question. Hypotheses were tested with multiple regression analysis using Statistical Package for Social Science (SPSS). The regression analysis indicated that job stress (0.194), work-family conflict (0.268), and alternative job opportunities (0.468) have a positive significant impact on the employee turnover intention. However, job satisfaction (-0.245) recorded a negative significant impact on the turnover intention but learning purpose (0.085) failed to make a significant impact to employee turnover intention ($0.113 > 0.05$). Among the significant factors, alternative job opportunities was the most predictive factor impacted on the turnover intention in the apparel industry. Accordingly, progressive payment system, target based bonus, solid coworker's relationships, appropriate leisure time in working, career progress opportunities, and effective career consultation were identified as effective retention strategies.

Keywords: Non-managerial employees, turnover intention, apparel industry