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ORGANISATIONAL FACTORS INFLUENCING EMPLOYEE'S RETENTION IN ROOTS INDUSTRIES LTD,...COIMBATORE

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ABSTRACT

This study examines the organisational factors influencing employee retention in Roots Industries Ltd, Coimbatore. The research aims to identify the key factors affecting employee retention and provide recommendations to improve retention strategies. A quantitative approach was employed, and data was collected through a survey of employees. The results indicate that recognition and reward systems, training and development opportunities, trust and transparency, and quality of work environment are significant predictors of employee retention. The study suggests that organisations can improve employee retention by implementing effective recognition and reward systems, providing opportunities for growth and development, and fostering a positive work environment. The findings of this study contribute to the existing literature on employee retention and provide practical implications for HR managers and organisational leaders.

KEYWORDS: *Employee Retention, Attrition Rate, Retention Strategies, Job Satisfaction, Factors Of Organisation, Training And Development.*

INTRODUCTION

The organizational factors influencing employee retention have become a significant concern for organizations. Employee retention is crucial for the success and growth of any organization. High employee turnover can lead to loss of talent, increased recruitment costs, and decreased productivity. Organizational factors such as job satisfaction, organizational culture, and leadership style play a vital role in retaining employees. A positive work environment and employee engagement can also contribute to employee retention. The purpose of this study is to investigate the organizational factors that influence employee retention. The study aims to identify the key factors that affect an employee's decision to stay or leave an organization.

STATEMENT OF PROBLEM

The problem of employee retention has become a major concern for organizations in recent years. Despite efforts to attract and retain top talent, many organizations are struggling to keep their employees. The lack of effective retention strategies is a major contributor to this problem. Organizational factors such as poor management, inadequate compensation, and lack of opportunities for growth and development are driving employees away. The problem is further complicated by the changing nature of work and the increasing demand for skilled and talented employees. There is a need to identify the organizational factors that influence employee retention and develop effective strategies to address them. By understanding the root causes of the problem, organizations can develop targeted interventions to improve employee retention and reduce turnover.

OBJECTIVES OF STUDY

1. To measure employee satisfaction with organization and its benefits.
2. To identify the key factors influencing employee's retention and reduce attrition rate.

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LIMITATIONS OF THE STUDY

- The research is based on one organisation of roots industries india ltd, coimbatore.
- The study is limited in terms of Geographical location and the location of study is Coimbatore.
- The data is collected only from the Roots Industries India Ltd,.. employees.
- Time limitations to interact with the employees because of the work routine.

RESEARCH METHODOLOGY

The research design for this study will be a descriptive and analytical design. A questionnaire will be used to gather information on the organizational factors that influence employee retention and the sample respondents selected in a non-probability sampling technique and specifically a convenience sampling method. The total size of sample respondents was 123. The required primary data was collected through questionnaires. Secondary data was collected from different source like internet, journals, records, and reports. Here the researcher used simple percentage analysis, Descriptive analysis, One-way Anova, Chi-square, Correlation for this study.

REVIEW OF LITERATURE

1. A. Dias, J. Ferreira, L. Pereira, R. Costa, Rui Goncalves (2020), **Implications of Organizational Factors on Employee Retention:** In today's market, organisations must understand their employees better. It is important to evolve when it comes to people, especially because it is the people who make the organisation. This study aims to increase knowledge about employee willingness to stay in organisations. However, the influence of personal and professional life balance on and organisational environment on employee retention was not supported.
Objective: To increase knowledge about employee willingness to stay in organisations.
Result: Organisational commitment significantly improves employee retention.

2. A. Putra, Eddy Eddy, Diana Afriani, Lenny Gurning, Gloria Cahaya JulidaHutabarat (2021), **Effect of Employee Retention Factors On Organizational Commitment:** It is necessary to retain talented employees familiar with the working conditions and perform better than the new employees. Most employers usually attempt to decrease employee turnover to decrease training costs, recruitment costs, loss of talent and organizational knowledge. The employees are not committed to the organization and decided to leave the organization for another job due to compensation, job characteristics, training and development opportunities, supervisor support, career opportunities, and work/life policies.
Objective: Reducing employee turnover and increasing commitment to the organization.
Result: Retention factors significantly affect organizational commitment with a result.

3. Saha Antara, Nafi, Md. Shohel (2021), **Factors Influencing Employee Retention:** Employee retention is a critical component of an organization's broader talent management strategy and is vital to any organization's stability, growth, and profitability. Retaining high-performing employees is a challenging task, especially for higher educational institutions, as high turnover intentions result in increased costs associated with induction and training new staff, loss of research outputs and subsequent organizational productivity, and decreased teaching quality.
Objective: This study aims to understand and identify the factors that influence employee retention in private universities.
Result: Employees on areas where administrators of private universities can focus their efforts to reduce faculty member turnover.

4. Benjamin B. Aguenza, A. P. M. Som (2018), **Motivational Factors of Employee Retention and Engagement in Organizations:** Retention is the process of physically keeping employee members in an organization as it is one of the key fundamentals that are necessary for organizational success. In a globalized environment, retention and engagement of high prospective employees are a huge challenge to organizations especially in times of high turnover rates. In many cases, even engaged employees are sometimes dissatisfied with the outcomes of organizational performance which may lead them to look elsewhere. Due to these reasons, this paper investigates motivational factors that influence employee retention.
Objective: To investigate motivational factors that influence employee retention and examines their impacts on both organizations and employees.
Result: Organizations should formulate appropriate retention strategies in a holistic manner to reduce turnover rates, and these require a commitment from employers, but it will be well worth the investment in the long term.

5. J. Anitha, F. Begum (2016), **Role of Organisational Culture and Employee Commitment in Employee Retention:** Demographical and market changes have created a more confident and demanding workforce, which

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makes it necessary for organisations to be competitive and work harder at meeting employees' needs to retain their loyalty. Organisations are striving to retain their talents by implementing effective retention strategies. Organisational Culture and Employee Commitments are the strategies used to retain the employees.
Objective: To find out the impact of organisational commitment on employee retention.
Result: Organisational commitment has been the attitude which ties the individual to the organisation, satisfied and committed employees tend to be less attracted by alternatives.

ANALYSIS AND INTERPRETATION

CORRELATION

TABLE 1:
TABLE SHOWING SATISFIED WITH COMPENSATION, BENEFITS PROVIDED BY ORGANISATION AND EDUCATIONAL QUALIFICATION

		Educational qualification	Are you satisfied with Compensation, benefits provided by organisation?
Educational qualification	Pearson correlation	1	.020
	Sig. (2-tailed)		.829
	N	123	123
Are you satisfied with Compensation, benefits provided by organisation?	Pearson correlation	.020	1
	Sig. (2-tailed)	.829	
	N	123	123

Source: Primary Data

INTERPRETATION

The Pearson correlation coefficient between educational qualification and satisfaction with compensation and benefits is 0.020.

INFERENCE

The Pearson correlation result is correlation (0.020) between educational qualification and satisfaction with compensation and benefits, the level of significance (2 tailed) is 0.829. It concluded that moderate positive correlation.

ONE-WAY ANOVA

TABLE 2:
TABLE SHOWING LEVEL OF EMPLOYEE SATISFACTION AND AGE

Factors	Particulars	Sum of squares	D.F	Mean square	F	Sig.	Ho	S/ NS
Support and resource provided by the organisation	Between groups	1.664	4	.416	.438	.781	Fail to reject Ho	.781
	Within groups	111.962	118	.949				
	Total	113.626	122					
Trust and transparency between employee and management	Between groups	1.290	4	.322	.336	.853	Fail to reject Ho	.853
	Within groups	113.214	118	.959				
	Total	114.504	122					

Quality of work environment and facilities provided by organisation	Between groups	6.693	4	1.673	1.569	.187	Fail to reject Ho	.187
	Within groups	125.844	118	1.066				
	Total	132.537	122					
Organisational policies and procedures	Between groups	7.748	4	1.937	1.296	.276	Fail to reject Ho	.276
	Within groups	176.399	118	1.495				
	Total	184.146	122					

Source: Primary Data

NULL HYPOTHESIS
There is no significant difference in employee satisfaction among different age groups. Employee satisfaction is independent of age. Age does not affect employee satisfaction.

ALTERNATIVE HYPOTHESIS
There is a significant difference in employee satisfaction among different age groups. Employee satisfaction varies with age. Age has a significant impact on employee satisfaction.

INTERPRETATION
The ANOVA test results reveal no significant differences between groups for all factors: support and resources ($p = 0.949$), trust and transparency ($p = 0.959$), quality of work environment ($p = 0.187$), and organizational policies and procedures ($p = 0.276$).

INFERENCE
The results shows that these factors do not significantly impact employee satisfaction. Other factors may be influencing employee satisfaction, warranting further investigation to identify and address them.

FINDINGS

CORRELATION
The Pearson correlation result is correlation (0.020) between educational qualification and satisfaction with compensation and benefits, the level of significance (2 tailed) is 0.829. It concluded that moderate positive correlation.

ONE-WAY ANOVA
The ANOVA test results reveal no significant differences between groups for all factors: support and resources ($p = 0.949$), trust and transparency ($p = 0.959$), quality of work environment ($p = 0.187$), and organizational policies and procedures ($p = 0.276$).

SUGGESTION

- Implementing recognition and reward systems, and providing opportunities for training and development can improve employee engagement and motivation. Conducting regular feedback sessions and surveys can also help identify areas for improvement.
- The organization should offer soft skills training programs, focusing on communication, leadership, and time management. This would help employees develop essential skills, leading to improved performance and job satisfaction.
- The organization should focus on building trust and transparency by implementing open communication channels. Regular town hall meetings and anonymous feedback systems can help bridge the gap between employees and management.

CONCLUSION

This study highlights organizational factors influencing employee retention. Effective recognition, training, and feedback systems enhance motivation and engagement. Soft skills training, trust, and transparency through open communication also foster a positive work environment. Addressing work-life balance, performance appraisal, and communication links between employees and management is crucial. By implementing initiatives like flexible

work hours, wellness programs, 360-degree feedback, and collaborative culture, organizations can improve employee satisfaction, reduce turnover, and strengthen retention strategies. These findings provide valuable insights for organizations to develop effective retention strategies and promote a supportive workplace culture.

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WEBSITES

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2. *https://www.rootsindia.com/*
3. *https://www.researchgate.net/publication/370059261_The_Effectiveness_of_Retention_Strategies'_on_Employee_Retention*