

A Study on Employee Retention Towards Kovai Maruthi Paper Boards Pvt Ltd at Namakkal.

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ABSTRACT

In Employee retention is a process in which the employees are encouraged to remain with the organization for life time or maximum period of time. It is a strategic tool for the success of the firm. Employee retention is a technique adopted by businesses to maintain an effective workforce and at the same time meet operational requirements. Employees are the greatest asset for an organization. Therefore, every organization must treat their employees as ends and not means to ends because they add value to the organization. The objective of the study was to measure the perception of employees for employee retention. For this purpose, the investigator selected 270 employees working in Namakkal region. To retain skillful and committed employees in the organization, management should take care of employee satisfaction. Find out the reasons of employee turnover and overcome this. The purpose of this study is to prove how employee retention is essential in this day and age, and if the organizations are not awake to the situation and immediate actions are not taken to that effect, what repercussions lay ahead and how they would affect the organization and the industry. Employee retention scale given used. The collected data were processed by applying 's' test. The result of the study reveals that there was no significant difference among male and female employees for employee retention also there was no significant difference between the perception of government and private sector employees.

Keyword: - Employee retention, Effective workforce, Asset, Success

1. INTRODUCTION

Employee retention involves taking measures to encourage employees to remain in the organization for the maximum period of the time. It is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employees. Effective employee retention is systematic effort by employers to create and foster an environment that encourages current employees to remain employed, by having policies and practices in place that address their diverse needs.

Employee retention is a phenomenon where employees choose to stay on with their current company and don't actively seek other job prospects. The opposite of retention is turnover, where employees leave the company for a variety of reasons. Retention is defined as the process by which a company ensures that its employees don't quit their jobs. Every company and industry have a varying retention rate, which indicates the percentage of employees who remained with the organization during a fixed period. Employee retention is defined as an organization's ability to prevent employee turnover, or the number of people who leave their job in a certain period, either voluntarily or involuntarily. Increasing employee retention has a direct impact on business performance and success.

OBJECTIVES OF THE STUDY

- To study the various factors, affect the turnover of employees.

- To find out the satisfaction level to workers towards the facilities provided by the organization.
- To suggest the ways and means to develop a good strategy to retain the employee in the organization.

SCOPE OF THE STUDY

This study conducted for identifying the A Study on Employee Retention Towards Kovai Maruthi Paper Boards Pvt Ltd at Namakkal. In this project mainly focuses on employee's retention and to find why the employees leave the organization. This study helps the employers to build new strategy for retaining the employees in the organization. To analyze the chosen topic, this research is mostly from middle level. The retention of employees to be analyzed to make certain things that they put together a system that can keep an accurate count of individual employee retention.

NEED FOR THE STUDY

Employee's retention refers to the techniques employed by the management to help the employees stay with the organization for a longer period of time. Employee retention strategies go a long way in motivating the employees so that they stick to the organization for the maximum time and contribute effectively. Sincere efforts must be taken to ensure growth and learning for the employees in their current assignments and for them to enjoy their work.

LIMITATIONS OF THE STUDY

- The study is limited to a sample size of only 110 employees. Hence the sample collected need not be a true representative of the universe.
- Due to time constraints and busy schedules of the employees it was difficult to interact with them completely.
- Personal bias of the respondents could affect the result of the study.
- Some of the respondents were unwilling to fill the questionnaire due to official reasons.

2. REVIEW OF LITERATURE

1. **Ananthan B.R and Sudheendra Rao L.N (2023)** investigated the dynamics of retention towards practices and strategies in Multinational companies and Indian firms. It was revealed in the study that there was no difference observed in MNCs and Indian firms over retention strategies. The study resulted that perception towards retention strategies was significantly high in employees' side than the management side. Further, employees scored higher than the management with respect to strategies such as organizational strategies, employee benefit strategies, rewards and recognitions strategies and ideas and suggestions strategies.
2. **Vijayalakshmi V (2018)** attempted to analyze the influencing factors of employee retention in automobile industries in India. Objectives of the study are to study the employee retention practices in Paper industry, to find out employees' overall satisfaction towards work environment culture, to examine the training and development opportunities offered and its effectiveness, to analyze compensation factors. Tools used in this study are chi-square analysis, regression analysis, Mann-Whitney test, Wallis test and analysis of variance. This study discussed the retention management in global perspective as "It includes salary which is competitive, balancing work-life between personal and professional life, offering training, determining the performance of the employees through conducting semi-annual reviews, conducting events i.e. celebrations, providing appropriate rewards & recognitions with the view to motivate employees for better performances.
3. **Priyanka and Dubey S K (2018)** in their study performed exploratory factor analysis using principal component technique. They have identified employee turnover intentions through eight factors such as quality of management practices, Low salary, No career growth opportunity, Lack of support from the peer, supervisors and family members, little learning opportunities, Poor working environment i.e. no workplace safety, Communication and Insecurity in job.
4. **Tripathi et al. (2017)** attempted to analyze the problems faced by the professional institutions i.e. private and government institutions and the factors to overcome the difficulties faced by them. Analysis with

respect to private and government institutions for Level of job satisfaction, tenure of working, working environment, working hours, job switches and its reasons, faculty loyalty and tenure of service and retention tools were suggested in this study. Pay Dissatisfaction, lack of career growth opportunities, uncomfortable work environment, unsecured job, Loyalty are the factors which determine an attitude in faculties concerning their institutions.

5. *Chitra Devi and Latha (2016)* conducted research on employee retention in paper sector. The main aim of the research is to identify why employees are migrating one from companies to another i.e. reasons for migration and to analyze the retention benefits. Discriminate analysis tool was used and resulted that the sector has to focus on compensation, job satisfaction and job security as these were some of the important tools used for retention of employees in organizations.

3. RESEARCH METHODOLOGY

RESEARCH DESIGN

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

METHOD OF DATA COLLECTION

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc.

Secondary data means the data that are already available. Generally speaking, secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research.

Primary data is employed in this research.

SAMPLE SIZE

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 110 respondents.

TOOLS USED FOR DATA ANALYSIS

- Chi-square Analysis
- Correlation Analysis

4. DATA ANALYSIS AND INTERPRETATION

Chi-square

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$\chi^2 = \frac{(O - E)^2}{E}$$

where

O – Observed value E – Expected value

In general, the expected frequency for any cell can be calculated from the following equation.

$$E = RT \times CT / N$$

Where,

E = Expected frequency RT = Row Total

CT = Column total

N = Total No. of observations

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. If at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant. Otherwise, it is insignificant.

Table No - 4.1

Gender of the respondent and how do you rate grievance redressed producers

HYPOTHESIS STATEMENT

H₀ – There is no significant relationship between the gender of the respondent and how do you rate grievance redressed producers.

H₁ – There is a significance relationship between gender of the respondent and how do you rate grievance redressed producers.

	Value	df	Sig. (2 tailed)
Pearson Chi-square	10.82	3	0.013
Likelihood ratio	10.88	3	0.012
Linear-by-linear association	8.93	1	0.003
N of valid cases	110		

Inference

From the above Table No: 4.1, it was found that the Pearson Chi-Square significant value is 0.013 which is lesser than 0.05. Hence Null hypothesis (H₀) is rejected and Alternative hypothesis (H₁) is accepted. Therefore, it is inferred that there is a significance relationship between the gender of the respondent and how do you rate grievance redressed producers.

Table No - 4.2

Education qualification of the respondent and to you what extent you agree that the work load is reasonable to you.

HYPOTHESIS STATEMENT

H₀ – There is no significant relationship between education qualification of the respondent and to you what extent you agree that the work load is reasonable to you.

H₁ – There is a significant relationship between the education qualification of the respondent and to you what extent you agree that the work load is reasonable to you.

	Value	df	Sig. (2 tailed)
Pearson Chi-square	29.77	12	0.003
Likelihood ratio	22.28	12	0.034
Linear-by-linear association	0.77	1	0.381
N of valid cases	110		

Inference

From the above Table No: 4.2, it was found that the Pearson Chi-Square significant value is .003 which is lesser than 0.03. Hence Null hypothesis (H_0) is rejected and alternate hypothesis (H_1) is accepted. Therefore, it is inferred that there is a significance relationship between the education qualification of the respondent and to you what extent you agree that the work load is reasonable to you.

Table No - 4.3**The experience of the respondents and satisfied with the salary that is being paid.****HYPOTHESIS STATEMENT**

H_0 – There is no significance relationship between the experience of the respondents and satisfied with the salary that is being paid.

H_1 – There is a significance relationship between the experience of the respondents and satisfied with the salary that is being paid.

	Value	df	Sig. (2 tailed)
Pearson Chi-square	22.75	12	0.030
Likelihood ratio	14.38	12	0.277
Linear-by-linear association	.87	1	.350
N of valid cases	110		

Inference

From the above Table No: 4.3, it was found that the Pearson Chi-Square significant value is .030 which is lesser than 0.05. Hence Null hypothesis (H_0) is rejected and Alternative hypothesis (H_1) is accepted. Therefore, it is inferred that there is a significance relationship between the experience of the respondents and satisfied with the salary that is being paid.

CORRELATION

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increase as the other decreases. For example, height and weight are related; taller people tend to be heavier than shorter people.

Table No - 4.4**Are you satisfied with the benefit given by the organization and are you satisfied with the safety measures provide by the organization****HYPOTHESIS STATEMENT**

H_0 – There is no statistically significant correlation between are you satisfied with the benefit given by the organization and are you satisfied with the safety measures provide by the organization.

H_1 – There is statistically significant correlation between are you satisfied with the benefit given by the organization and are you satisfied with the safety measures provide by the organization.

		Are you satisfied with the benefit given by the organization.	Are you satisfied with the safety measures provide by the organization.
Are you satisfied with the benefit given by the organization.	Pearson correlation	1.000	0.532
	Sig. (2-tailed)		.003
Are you satisfied with the safety measures provide by the organization.	Pearson correlation	0.532	1.000
	Sig. (2-tailed)	.003	

Inference

From the correlation table 4.4, it can be seen that the correlation coefficient value is 0.532 which lies in the moderate correlation region since p-value (0.003) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between statistically significant correlation between are you satisfied with the benefit given by the organization and are you satisfied with the safety measures provide by the organization.

Table No - 4.5

Educational Qualification and adequate freedom and power to carry out your job.

HYPOTHESIS STATEMENT

H_0 – There is no statistically significant correlation between the Education qualifications of the respondents and do you feel that you adequate freedom and power to carry out your job.

H_1 – There is a statistically significant correlation between the Education qualifications of the respondents and do you feel that you adequate freedom and power to carry out your job.

		Educational Qualification	Do you feel that you adequate freedom and power to carry out your job
Educational Qualification	Pearson correlation	1.000	0.435
	Sig. (2-tailed)		0.013
Do you feel that your adequate freedom and power to carry out your job	Pearson correlation	0.435	1.000
	Sig. (2-tailed)	0.013	

Inference

From the correlation table 4.5, it can be seen that the correlation coefficient value is .435 which lies in the moderate correlation region since p-value (.013) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between Education qualifications of the respondents and do you feel that you adequate freedom and power to carry out your job.

5. FINDINGS

- There is a significance relationship between the gender of the respondent and how do you rate grievance redressed producers.
- There is a significance relationship between the education qualification of the respondent and to you what extent you agree that the work load is reasonable to you.
- There is a significance relationship between the experience of the respondents and satisfied with the salary that is being paid.
- There is statistically significant correlation between are you satisfied with the benefit given by the organization and are you satisfied with the safety measures provide by the organization.
- There is statistically significant correlation between Education qualifications of the respondents and do you feel that you adequate freedom and power to carry out your job.

6. SUGGESTIONS

Employee retention can be significantly enhanced through a multifaceted approach that addresses both intrinsic and extrinsic factors. Firstly, fostering a positive work culture that values and respects employees is crucial. Providing competitive compensation and benefits packages, along with opportunities for career growth and development, can also greatly increase employee satisfaction and loyalty. Additionally, offering flexible work arrangements and promoting a healthy work-life balance can further improve retention rates. Regular feedback, recognition, and support from management can also make employees feel valued and engaged, leading to higher retention rates. Overall, creating a supportive and rewarding work environment is key to retaining top talent.

7. CONCLUSION

The research has a humble attempt in identifying the cause of employees retention and up with a few suggestions. So, the management has simply to concretize people appropriately, identify the problems, and appreciate the need to resolve it, identify the factors and contributing to the problem and behave in ways that would either eliminate the casual variables or reduce their influence on the problems. Though slow, the process of concretization is sure to produce the desired results conducted in proper ways.

Employees comprise the most vital assets of the company. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because of stress and frustration. They need transparent work environment to work in. in a transparent environment where employees get a sense of achievement and belongings, where they can best utilize their potential.

8. REFERENCES

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