



MOTIVATING STRATEGIES TO IMPROVE EMPLOYEE RETENTION IN PRIVATE SECTOR INDUSTRIES

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Abstract

In present time organisations are working on employee retention process specifically targeted at encouraging workers, particularly in emergency room settings, to stay with an organization for an extended period until their tasks are satisfactorily completed. It involves careful matching of individuals to suitable positions, locations, and time frames within the organization. Skilled workers, given their high demand, have multiple options available if they are dissatisfied with their current roles. However, exceptional organizations distinguish themselves by prioritizing the well-being of their employees and implementing strategies to foster loyalty. The present study focused on the association among the variables such as motivation, job satisfaction and employee retention. The sample size of study was 150 respondents. SPSS was employed to analyse the data. Hence the study found the positive association among variables.

Key words: Motivation, Job Satisfaction and Employee Retention.

1.1 Conceptual Framework

Employee retention is an ongoing process specifically targeted at encouraging workers, particularly in emergency room settings, to stay with an organization for an extended period until their tasks are satisfactorily completed. It involves careful matching of individuals to suitable positions, locations, and time frames within the organization. Skilled workers, given their high demand, have multiple options available if they are dissatisfied with their current roles. However, exceptional organizations distinguish themselves by prioritizing the well-being of their employees and implementing strategies to foster loyalty.

Employees make decisions about staying or leaving an organization based on a variety of personal and professional reasons. When employees are content and fulfilled in their jobs, they tend to exhibit higher levels of commitment and actively contribute to the growth and success of



the company. Job satisfaction plays a pivotal role in employee retention, and it is achieved by creating an environment where employees feel physically and mentally comfortable.

As the talent pool diminishes, retaining employees becomes increasingly challenging. Therefore, successful employers must possess the ability to attract talented individuals and keep them engaged and committed. While there are various approaches to ensuring employee satisfaction in their current roles, consistently implementing motivational strategies proves to be beneficial.

The company's reputation and goodwill are crucial factors in employee retention. Maintaining low attrition rates is essential for preserving a positive company image. To achieve this, businesses must provide a secure and supportive work environment that attracts highly skilled candidates and motivates existing employees to remain loyal. By doing so, they can achieve higher retention rates and mitigate the negative impact of employee turnover.

Additionally, there are several repercussions to consider when an employee decides to leave. One significant challenge is regaining lost productivity. The process of hiring and training a new employee consumes valuable time and resources, resulting in direct losses for the company that often go unnoticed. Moreover, the investment made in training the departing employee based on the specific requirements of the employer becomes wasted. Consequently, even with a new hire, there is no guarantee that they will perform at the same level as their predecessor, further amplifying the effects of employee turnover on productivity and efficiency.

In the present powerful workplace, representatives have more choices and potential chances to pick associations that offer motivators and show a pledge to their development and prosperity. Nevertheless, it is essential to acknowledge that employees will not be able to achieve their full potential if they are dissatisfied with their career advancement, demotivated by the results they achieve, and do not feel fulfilled. At the point when there is a crisscross between a worker's endeavors and the general viability of the association, it can prompt dissatisfaction and withdrawal.

Bonuses and other financial incentives can help employees stay with a company, but they are not the only factor. Employee retention may benefit more over time from non-monetary incentives. Offering stock options or equity participation, implementing flexible working hours or remote work options, and establishing comprehensive benefit programs that address employees' holistic well-being are all examples of these incentives. Employees are shown that the company cares about their work-life balance, supports their development, and provides opportunities for advancement through these initiatives.

In addition to incentives, a company's culture is a big part of bringing in and keeping key employees. Employees feel like they are a part of a team and are connected to the organization's



vision and mission in a positive and inclusive culture. At the point when representatives feel major areas of strength for an of arrangement with the association's qualities and reason, they are bound to remain and add to its prosperity. Besides, setting out open doors for coordinated effort and cooperation advances a strong and connecting with workplace, which upgrades work fulfillment and representative maintenance.

A comprehensive approach that examines both the reasons why individuals choose to leave organizations and the factors that influence their decision to stay or leave their current jobs is necessary for understanding employee retention. Research led by Right Administration has shown that a critical number of workers move their abilities, information, and proprietary innovations to match associations. This features the significance of tending to the fundamental reasons for representative turnover, for example, restricted learning experiences, deficient acknowledgment and prizes, unfortunate balance between serious and fun activities, or an absence of arrangement with the association's qualities and objectives.

Providing meaningful career development opportunities, recognizing and rewarding employee contributions, promoting work-life balance, and cultivating a strong organizational culture that values and supports its employees are all key components of improving employee retention. Organizations can improve employee satisfaction, engagement, and loyalty by addressing these factors, thereby reducing employee turnover and retaining valuable talent.

Motivation strategies are essential for organizations to inspire and engage their employees, leading to increased productivity and retention. Several key motivation strategies have been identified in research.

The Self-Determination Theory (SDT), for example, proposes that individuals are motivated when their basic psychological demands for autonomy, competence, and relatedness are met (Deci & Ryan, 1985). Organisations may use SDT by giving workers decision-making autonomy, building a sense of competence through training and development programmes, and encouraging healthy connections and social support in the workplace.

Extrinsic motivators, in addition to intrinsic motivators, can play a part in motivating tactics. Performance-based incentives, like as bonuses or recognition programmes, are often used to recognise and inspire staff to perform at a high level. However, the efficiency of extrinsic rewards varies depending on the nature of the work and the individual's level of intrinsic motivation (Ariely et al., 2009). To accommodate to varied employee demands, organisations should consider a combination of extrinsic and intrinsic motivators.



Job Satisfaction: Job satisfaction refers to an employee's overall contentment and fulfilment at work. It is impacted by a variety of elements including as the nature of the job, income, connections with coworkers, prospects for advancement, and organisational culture.

Hackman and Oldham (1976) established the work Characteristics Model (JCM), which emphasises the significance of work design in improving job satisfaction. Certain employment features, such as skill diversity, task identity, autonomy, and feedback, according to the JCM, might improve employee happiness and motivation. Organisations may create occupations that include these traits to give significance, challenge, and personal growth to their people.

Fairness and fairness are important factors in generating job happiness. Employees want to feel treated properly in terms of pay, promotions, performance reviews, and decision-making procedures. According to Judge et al. (2001), perceived fairness is substantially connected to job satisfaction. As a result, organisations should adopt open policies and practises to promote workplace justice and equity.

Staff appreciation is a very effective motivating tool that businesses may use to enhance staff morale and motivation. Recognising and thanking individuals for their efforts and successes contributes to the development of a healthy work culture and increases staff involvement and job satisfaction (Wright et al., 2002).

Aside from acknowledgment, monetary awards may be effective motivators. Employees' efforts and successes can be recognised and reinforced through bonuses, increases, and other financial incentives. According to research, monetary incentives have a good effect on employee motivation and can assist boost performance (Eisenberger et al., 1999).

Opportunities for career advancement and development are critical for employee motivation. Organisations that provide clear career paths, training programmes, and skill development initiatives indicate a commitment to their workers' professional development. Organisations can keep people engaged, motivated, and happy in their employment by giving these chances (Guest, 2017).

Another important part of motivating tactics is the creation of a favourable work atmosphere. Flexible working hours, health and wellness perks, and team-building events all help to foster a healthy work environment. Employees' work satisfaction and general motivation improve when they feel supported, respected, and a sense of belonging (Judge et al., 2017).

Organisations may cultivate a motivated workforce and boost employee engagement and job satisfaction by employing these incentive tactics. Individual motivations might differ, thus



organisations must customise their strategy to the unique demands and preferences of their personnel. These tactics may be evaluated and adjusted on a regular basis depending on employee input to guarantee their success in sustaining a motivated and pleased workforce (Ryan and Deci, 2017).

1.2 Review of literature

D. Workman (2018) examines a variety of research in the area to determine how motivating tactics improve employee retention. The assessment covers a wide range of motivating tactics, including career development, work-life balance programmes, awards and recognition, and so on. It dives into how these techniques work to boost employee retention. By analysing the outcomes of several research, the author gives insights into the relationship between staff retention methods and motivation strategies. However, a comprehensive literature review was carried out by Cullen, K., Edwards, B., and Casper, W. (2019) to investigate the connection between employee motivation and retention. The review focuses on intrinsic motivation, extrinsic rewards, and job design as motivational factors. It looks at the theoretical frameworks and real-world evidence surrounding retention and motivation. The creators feature the significance of understanding and successfully using inspiration procedures to further develop representative maintenance results. On the other hand, Kim, T. Y., and Lee, D. (2020) explicitly looks at inspiration methodologies and their effect on worker maintenance in the cordiality business. Rewards, recognition, training, and career development are among the review's key motivators. It provides insights into effective motivational strategies for improving employee retention in the hospitality industry by analyzing the findings of multiple studies. The authors suggest practical implications for hospitality organizations and draw attention to the industry's unique challenges and opportunities.

Motivation strategies plays a crucial role in employee retention, as Arslan, A., and Turan, M. (2018) investigate. It looks at changed persuasive hypotheses and methodologies, including monetary motivators, non-money related rewards, work plan, and vocation improvement open doors. The audit breaks down the current writing and integrates the discoveries to give bits of knowledge into how inspiration can add to representative maintenance. To improve retention outcomes, the authors emphasize the significance of comprehending individual employee requirements and developing individualized motivational strategies.

Diwakar Singh (2019) emphasizes the significance of employees as valuable assets and the challenges faced in retaining them. The study aims to critically analyze existing works on employee retention, identifying factors contributing to employee departure and initiatives taken to retain them. The review utilizes secondary sources to synthesize fragmented knowledge and present a concise literature review. It explores traditional and contemporary retention techniques,



with a focus on factors such as leadership style, decision-making control, career advancement, skills development, flexible working, and employee aspirations. Similarly, Bidisha Lahkar Das and Dr. Mukulesh Baruah (2013) highlight the importance of human resources as vital and dynamic assets for organizations. With increased competition in the market, managing and retaining skilled employees becomes a significant challenge. Retaining skilled employees is crucial for an organization's economic competitiveness, and continuously satisfying employees is an ongoing challenge for employers. The study reviews existing literature and research on employee retention, factors influencing retention, and job satisfaction among employees. Both studies acknowledge the value of employees and the challenges organizations face in retaining them. They emphasize the need for effective retention strategies and highlight factors that contribute to employee departure and satisfaction. These works provide insights into the existing literature on employee retention, serving as a foundation for further research and the development of comprehensive retention policies.

According to Crispin Chipunza and Michael O. Samuel (2009), employee turnover occurs when employees leave their jobs and need to be replaced. The cost of replacing departing employees is high and can be detrimental to organizational sustainability. Therefore, it is crucial for management to minimize employee turnover, especially among key employees who play vital roles in the company. Retention, as described by Chaminade (2007), refers to the voluntary actions taken by organizations to create an environment that keeps employees engaged over time. The primary objective of retention strategies is to prevent the loss of skilled workers, as their departure can negatively impact productivity and service delivery.

Retaining high-performing employees can be challenging, as they are often attracted to multiple organizations simultaneously, making it difficult for managers to keep them. This issue is not limited to the government sector, as highlighted by Litheko (2008). Private sector managers also face challenges in retaining key employees, and when these employees move to competing organizations, they may take valuable knowledge and proprietary technologies acquired from their previous employers.

Stovel and Bontis (2002) conducted empirical studies showing that employees, on average, switch jobs every few years. It is essential for management to identify the reasons behind frequent job changes among employees and devise retention strategies to keep valuable employees for longer periods. While functional turnover, where good performers stay and poor performers leave, can improve organizational performance, high turnover can be detrimental to productivity and hinder the achievement of organizational objectives, as noted by Abassi and Hollman (2000).



Factors contributing to employee turnover, as mentioned in available literature (Abassi and Hollman, 2000; Hewitts Partners, 2006; Sherman et al., 2006), include hiring practices, management style, lack of recognition, non-competitive compensation systems, negative work environment, lack of interesting work, job insecurity, limited advancement opportunities, and inadequate training and development opportunities. Managers can leverage intrinsic and extrinsic motivational factors to influence employee retention. However, the challenge lies in properly identifying and implementing these variables as retention strategies, which can contribute to the high turnover rates observed in organizations.

Employee turnover is not only detrimental to organizations but also costly. Bliss (2007) and Sutherland (2004) highlight the loss of productivity, social capital, and customers when a productive employee leaves. The knowledge, skills, and contacts that an employee takes with them represent a significant loss to the organization. The direct costs associated with recruiting, training, and onboarding new employees are significant. Afr. Ramlall (2003) estimates the cost of employee turnover to be 150% of an individual employee's annual salary, which can be substantial, especially when it involves high-profile or a large number of employees.

Overall, employee retention is a critical concern for organizations, and the costs and consequences of turnover emphasize the importance of implementing effective retention strategies to maintain a skilled and engaged workforce.

According to Ramlall (2004), employee motivation has a significant impact on employee retention and organizational behaviors. The author provides an overview of relevant motivation theories and discusses their implications for the development and implementation of employee retention practices. The study highlights the importance of retaining key employees and explores how effective employee retention practices can be understood through motivation theories, ultimately contributing to improved organizational performance.

Ghani (2022) addresses the challenges faced by the hospitality industry in retaining talented workers and emphasizes the lack of attention given to retention strategies, resulting in poor organizational performance and long-term growth. The study aims to examine and discuss strategies for retaining talented employees in the hospitality sector over an extended period. A comprehensive review of literature and peer-reviewed articles published between 2010 and 2020 was conducted using keywords related to the hospitality industry, employee retention, turnover, and employees. The findings emphasize the significance of employee satisfaction, encompassing factors such as a positive workplace environment, growth opportunities, effective communication, and long-lasting and efficient methods for selection and recruitment. The study contributes to the existing literature by offering insights into hospitality employee retention strategies.



Furthermore, the study proposes a model for recruitment and selection procedures in the hospitality sector, aiming to enhance employee retention. Specific directions are provided to assist in the development of practices and strategies for improving retention. The research concludes that satisfied employees are less likely to leave their current positions, while dissatisfied employees are more likely to seek better career opportunities elsewhere. (Ramlal, 2004; Ghani, 2022)

S. Ahmad, A. Nawaz, R. Arshad, T. Akram, and U. Ghani (2017) This study focuses on the relationship between job satisfaction and employee retention in Lahore, Pakistan,'s banking industry. Regression analysis was used to analyze the data gathered from a survey of banking employees. Employee retention was found to have a significant positive correlation with job satisfaction. The review features the significance of upgrading position fulfillment to further develop representative degrees of consistency in the financial business.

T. N. M. Nguyen and T. N. T. Nguyen (2019): The purpose of this study is to investigate how job satisfaction affects employee retention in Vietnam. An industry-specific questionnaire survey was used by the researchers to gather information. The outcomes show that work fulfillment significantly affects representative maintenance. The review accentuates the requirement for associations to zero in on upgrading position fulfillment levels to lessen representative turnover rates and further develop maintenance. On the other hand, Al Said, A., R. M. Zeffane, A. H. Ibrahim (2016) The purpose of this study is to investigate the connection between job satisfaction and employee retention in Oman's banking sector. The review gathered information from representatives in various banks and dissected it utilizing factual strategies. The discoveries demonstrate a positive connection between work fulfillment and representative maintenance, proposing that more significant levels of occupation fulfillment lead to expanded representative maintenance. The review highlights the significance of cultivating position fulfillment to hold workers in the financial area

1.3 Rationale of study

The research focuses on the challenging problem of managing talents inside an organisation, which provides significant obstacles in today's competitive corporate environment. Retaining high-performing personnel is critical for businesses seeking to retain a trained and motivated team. To attain this goal, well-crafted policies and practises that effectively meet the needs and ambitions of employees are required.

The use of effective motivating approaches is a critical aspect in employee retention. Organisations may customise their tactics to match the particular needs of their workforce by understanding the many motivations and incentives that drive employees. Motivation tactics



include recognising and rewarding accomplishments, offering chances for growth and progress, and cultivating a good and supportive work atmosphere.

Furthermore, work happiness appears as an important factor in the employee retention equation. Employees are more likely to remain devoted and interested in their job if they feel happy and content in their roles. Multiple variables can impact job satisfaction, including job clarity, opportunity for skill development, work-life balance, fair remuneration, and supportive connections with coworkers and superiors.

Furthermore, the study emphasizes the need of successfully managing personnel and implementing retention methods. Organisations may create a productive and engaged staff while boosting professionalism and dedication throughout the organisation by combining motivating tactics and cultivating job satisfaction. This study motive is analyze the gap between employee motivation and job satisfaction on employee retention.

1.4 Objectives of Study

- To examine the employee motivating strategies to improve employee retention.
- To examine the relation between employee retention and job satisfaction.

1.5 Hypothesis of Study

H0: There is no positive relationship between employee motivation and employee retention.

H1: There is a positive relationship between employee motivation and employee retention.

H0: There is no positive relationship between employee job satisfaction and employee retention.

H2: There is a positive relationship between employee job satisfaction and employee retention.

2. Research Methodology

2.1 The Study: This study aims to investigate the relationship between employee motivation and work satisfaction and employee retention. Using a technique called as quantitative research, it gathers and examines information from a sample of workers in various organisations.

2.2 Sample Design:

2.2.1 Population: The population that this study attempts to target is employees. Included are employees from various divisions and job levels in the Gwalior region.

2.2.2 Sample Frame: The sample frame is a list of all the organisations and employees who may be included in the study.



2.2.3 Sampling Technique: A suitable random sampling technique, will be employed to ensure the Representative of the sample.

2.2.4 Sampling Size: Based on statistical factors, including the desired level of precision and confidence level, a sample size of 150 was chosen.

2.4 Tools used for Data Collection: Data for this research was gathered using a standardised questionnaire that will be prepared. The questionnaire will ask about employee retention, satisfaction, and motivational strategies. It is possible that the questionnaire will include demographic data in order to collect relevant human and organisational factors. Ariely, D., Gneezy, U., Loewenstein, G., & Mazar, N. (2009), Hackman, J. R., & Oldham, G. R. (1976), Judge, T. A., Thoresen, C. J., Bono, J. E., & Patton, G. K. (2001).

2.4 Tool used for Data Analysis: The collected data will be analysed using SPSS and relevant statistical techniques. To summarise the data, descriptive statistics such as frequencies and percentages were employed. A reliability analysis evaluates a measurement scale's consistency and stability. The relationship between two or more variables is investigated using correlation analysis. Regression analysis, on the other hand, determines the relationship between one or more independent variables and a dependent variable.

3.1 Result and Discussion

Descriptive statistics

The process of summarising and evaluating data in order to gain insights and define the major characteristics of a data collection is referred to as descriptive analysis. It entails organising, presenting, and analysing data in an understandable and useful manner. The goal of descriptive analysis is to produce a clear and simple description of the data, helping researchers, analysts, and decision-makers to grasp the important patterns, trends, and distributions within the data set.

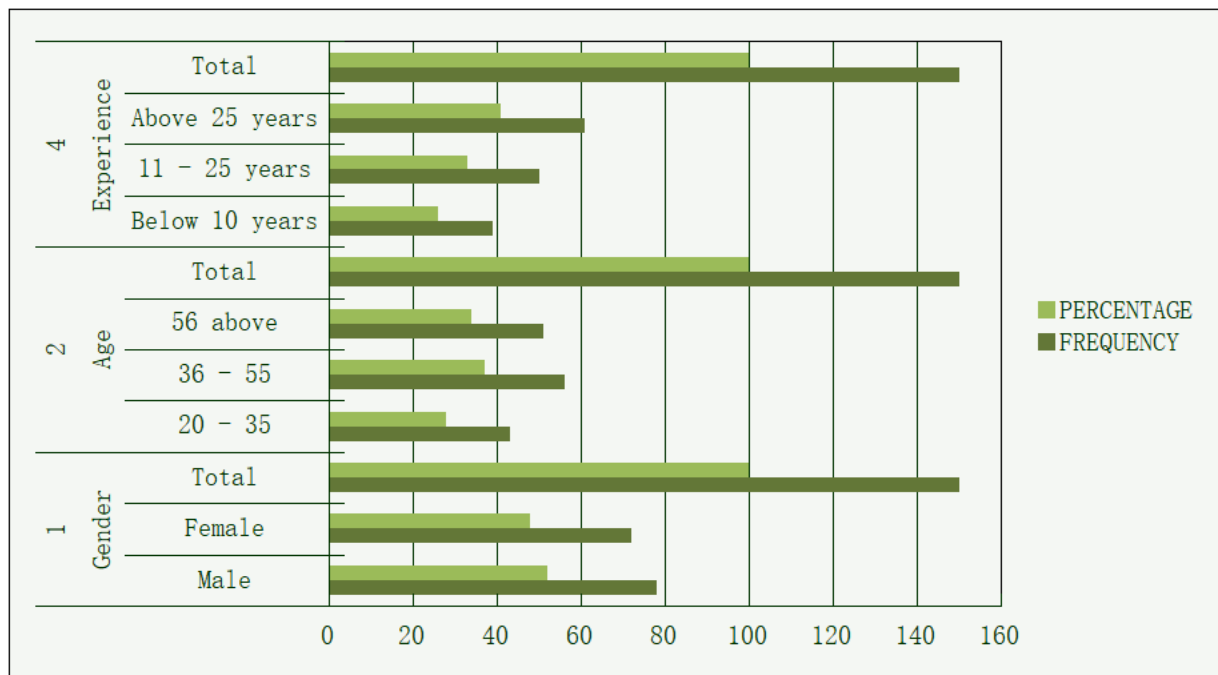
Table 1: Descriptive Statistics Measurement

S.NO	VARIABLES	CLASSIFICATIONS	FREQUENCY	PERCENTAGE
1	Gender	Male	78	52
		Female	72	48
		Total	150	100
2	Age	20 - 35	43	28
		36 - 55	56	37
		56 above	51	34



		Total	150	100
4	Experience	Below 10 years	39	26
		11 - 25 years	50	33
		Above 25 years	61	41
		Total	150	100

Figure 1: Demographic Figure



Information on the distribution of respondents according to gender, age, and experience is provided in table 1 and figure 1. Out of the total 150 respondents, 78 (52 percent) identified as male and 72 (48 percent) as female. Moving on to the respondents' ages, 43 (28%) were between the ages of 20 and 35, 56 (37%) were between the ages of 36 and 55, and 51 (34%) were at least 56 years old. When looking at the distribution of experience, 39 respondents (26 percent) said they had less than 10 years of experience, 50 respondents (33 percent) had 11 to 25 years of experience, and 61 respondents (41 percent) had more than 25 years of experience. The proportions and classifications within each category of gender, age, and experience are highlighted in these tables, which provide insights into the demographic characteristics of the individuals who were surveyed.

Now, It is essential to measure the reliability of a tool's or questionnaire's results when conducting research or evaluation. The reliability and consistency of these results can be



assessed using reliability statistics. One such measurement is Cronbach's Alpha, which surveys interior consistency, while test-retest dependability evaluates the steadiness of estimations after some time. These actions guarantee that the information acquired from such devices can be relied upon to give exact and predictable outcomes. To increase the accuracy and reliability of your data, think about incorporating reliability statistics into your research methods.

Table 2: Reliability Statistics Measurement

Constructs	Cronbach's Alpha	No of items
Employee Motivation	0.944	7
Job Satisfaction	0.924	4
Employee Retention	0.908	4

The values of Cronbach's Alpha as well as the number of items for three distinct constructs are shown in table 2. Employee Retention, Job Satisfaction, and Employee Motivation are among the constructs examined in the study. Cronbach's Alpha, a statistical measure of internal consistency or reliability, was used to measure these constructs. The degree to which the items in each construct consistently measure the same fundamental idea is shown by Cronbach's Alpha values.

The Cronbach's Alpha coefficient for the construct of Employee Motivation was found to be 0.944. A high level of internal consistency among the measures of employee motivation is suggested by this high value. The build was evaluated utilizing a bunch of seven things, demonstrating the various features and aspects of representative inspiration that were viewed as in the review.

The Cronbach's Alpha coefficient for Job Satisfaction was found to be 0.924. This demonstrates areas of strength for an of interior consistency among the four things used to gauge work fulfillment. These things probably caught different parts of occupation fulfillment, like the workplace, amazing open doors for development, associations with partners, and generally speaking satisfaction in the gig job.

Finally, there was a four-item evaluation of Employee Retention, with a Cronbach's Alpha coefficient of 0.908. This worth recommends a decent degree of inside consistency among the things estimating representative maintenance. It's likely that the items looked at things like career development opportunities, job satisfaction, and other factors that influence an employee's decision to stay with the company.

In general, the high Cronbach's Alpha values for each of the three constructs indicate that the items used in the study to assess employee motivation, job satisfaction, and retention were



accurate and consistently measured the respective constructs. These discoveries give trust in the legitimacy of the estimation instruments used to assess these significant elements in the authoritative setting.

Correlation analysis, which measures how changes in one variable are connected to changes in another, is another valuable statistic for analysing the relationship between variables. The correlation coefficient, which ranges from -1 to +1, represents the strength and direction of the link. A positive correlation indicates that both variables rise concurrently, a negative correlation indicates that one variable increases while the other drops, and a correlation of 0 indicates that there is no relationship. Correlation analysis is frequently utilised in several fields to understand correlations and patterns between variables. To improve the dependability and correctness of your data, consider incorporating reliability statistics, such as correlation analysis, into your research procedures.

Table 3: Correlation Analysis in relation among Employee Motivation and Employee Retention.

		Employee Motivation	Employee Retention
Employee Motivation	Pearson Correlation	1	.730**
	Sig. (2-tailed)		.000
	N	150	150
Employee Retention	Pearson Correlation	.730**	1
	Sig. (2-tailed)	.000	
	N	150	150
** Correlation is significant at the 0.01 level (2-tailed).			

Employee motivation and employee retention have a significant and strong positive link, according to the correlation analysis table, with a Pearson correlation coefficient of 0.730. This indicates that there is a significant relationship between both variables, and higher levels of employee motivation can be connected to improved retention within an organisation. The significance level of 0.000 shows that this connection is statistically significant at the 0.01 level, implying that the relationship observed was not caused by chance exclusively. Finally, it can be concluded that motivation is a critical aspect in increasing employee retention.



Table 4: Correlation Analysis in relation among job satisfaction and Employee Retention

		Job Satisfaction	Employee Retention
Job Satisfaction	Pearson Correlation	1	.708**
	Sig. (2-tailed)		.000
	N	150	150
Employee Retention	Pearson Correlation	.708**	1
	Sig. (2-tailed)	.000	
	N	150	150
** Correlation is significant at the 0.01 level (2-tailed).			

The Pearson correlation coefficient of 0.708 indicates a high positive link between Job satisfaction and Employee Retention in the correlation study table 4. This implies that the two variables have a significant association, which is corroborated by the statistically significant Sig. value of 0.000 at the 0.01 level. This means that job satisfaction improves Employee Retention. Thus, investing in employee welfare might have a favourable impact on overall Employee Retention. For both variables, this data is based on a sample size of 150 data points. In conclusion, the outcomes of this correlation research highlight the importance of organisations prioritising job satisfaction in order to increase Employee Retention.

Regression Analysis

Regression analysis is a powerful statistical tool for determining the relationship between dependent and independent variables. It enables us to forecast and assess the effect of changes in independent factors on the dependent variable. Regression analysis is widely used in many domains for modelling and predicting. It also aids in comprehending the relationships between various variables. Based on the data acquired, we can make accurate choices and observations using regression analysis.

Table 5: Regression Analysis on Employee motivation and its impact on Employee Retention



Model Summary				Anova		Coefficient		Null Status
Model Summary	Dependent Variable	R	R Square	F	Sig.	t	Sig.	
1	Employee Retention	0.730	0.532	102.453	0	10.122	0	Rejected

The regression model summary shows a somewhat favourable association between the independent variables and Employee Retention, with a multiple correlation coefficient (R) of 0.730 and a coefficient of determination (R Square) of 0.532. According to the ANOVA analysis, the model is statistically significant, indicating that at least one independent variable influences Employee Retention. The regression coefficient is statistically significant, showing that it affects Employee Retention significantly. As a result, the null hypothesis of no positive association between employee motivation and Employee Retention is rejected, whereas the alternative hypothesis of a positive relationship between employee motivation and Employee Retention is supported. Based on this data, the model shows potential in forecasting Employee Retention based on the independent variables provided.

Table 6: Regression Analysis on Job satisfaction and its impact on Employee Retention

Model Summary				Anova		Coefficient		Null Status
Model Summary	Dependent Variable	R	R Square	F	S	t	Sig.	
1	Employee Retention	0.708	0.501	90.455	0	9.511	0	Rejected

The regression model summary demonstrates a somewhat favourable link between job Satisfaction and Employee Retention, with a multiple correlation coefficient (R) of 0.708 and a coefficient of determination (R Square) of 0.501. According to the ANOVA analysis, the model



is statistically significant, indicating that at least one independent variable influences employee retention. The regression coefficient is statistically significant, showing that it affects employee retention significantly. As a result, the null hypothesis of no positive association between job Satisfaction and Employee Retention, is rejected, whereas the alternative hypothesis of a positive relationship between job Satisfaction and Employee Retention, is accepted. Based on this data, the model shows potential in forecasting employee retention based on the independent variables provided.

4.1 Implications of study

- **Productivity Gained:** Employees who are motivated and happy in their jobs tend to be more productive, which improves organizational performance as a whole.
- **Representative Unwaveringness:** At the point when workers are persuaded and fulfilled, they are bound to foster a feeling of dependability towards the association, lessening turnover rates.
- **Attraction of Talent:** In today's job market, top talent can be attracted to businesses that are known for encouraging job satisfaction and motivating their workforce.
- **Enhanced Engagement at Work:** Spurred and fulfilled representatives are more participated in their work, prompting more significant levels of imagination, critical thinking, and development.
- **Positive Workplace Culture:** A positive work environment and organizational culture are created when motivation and job satisfaction are prioritized, which encourages teamwork and collaboration.

4.2 Limitations of study

- **Individual Contrasts:** Individual factors like personal goals, values, and expectations have a significant impact on employee motivation and job satisfaction.
- **Changes in Demand:** Personal circumstances, career aspirations, or shifts in the work environment can alter motivational factors and job satisfaction over time.
- **External Components:** Other external factors, such as compensation, work-life balance, and career growth opportunities, also influence employee decisions to stay or leave. Motivation and job satisfaction play a significant role in employee retention.
- **Relationship between complex causes:** It is challenging to establish a direct cause-and-effect relationship due to the complex and multifaceted nature of the relationships between motivation, job satisfaction, and employee retention.
- **Restricted Representativeness:** It's possible that the wide range of employees in an organization or across different industries cannot be accurately represented by a small



sample size. The discoveries might be intended for the specific example, restricting the generalizability to a more extensive populace.

- Expanded Inconstancy: Data variability may rise as a result of a small sample size. This fluctuation can influence the solidness and consistency of the outcomes, making it challenging to recognize reliable examples or connections between factors.

5.1 Conclusion

The study aims to analyze motivation and job satisfaction, key factors in employee retention. To achieve growth and success, organizations must attend to employee needs. Designing an attractive employee value proposition and implementing a comprehensive total reward system can increase retention. This system should focus on personal relationships and engagement. Improving motivation and job satisfaction leads to higher productivity, profitability, and work quality. Retention strategies, like an enticing value proposition, benefit both organizations and create a positive work environment. Valued and supported employees are more engaged and contribute to the organization's success. Prioritizing retention saves time and resources and fosters collaboration and job satisfaction. This positive association among constructs is beneficial for organizational growth.

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