



The Impact of Employee Turnover and Effectiveness of Retention Strategies at Aswin Home Special

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ABSTRACT

This study explores the impact of employee turnover and evaluates the effectiveness of retention strategies at Aswins Home Special. High turnover rates can disrupt productivity and increase operational costs. The research utilizes statistical tools such as Chi-Square, Simple Percentage Analysis, and Garrett Ranking to analyze the data. A sample size of 266 employees was selected using the Simple Random Sampling method to ensure unbiased representation. The findings reveal key reasons for employee exits and highlight the most effective retention strategies. Results indicate that role clarity, fair compensation, and career growth opportunities are crucial in retaining staff. Chi-Square analysis was used to examine the relationship between demographic factors and turnover. Garrett Ranking helped prioritize employee-suggested retention measures. The study provides actionable insights for improving employee stability and overall organizational performance.

Key words: HR Policies, Man power planning, Work force productivity, Strategic HRM

INTRODUCTION

Human Resource management is a strategic approach to managing employment relation which emphasizes that leveraging people's capabilities is critical to achieving competitive advantage, this being achieved through a distinctive set of integrated employment policies, programmes and practices.

The term Human resource management has been subject to considerable debate and its underlying philosophy and character is highly controversial. A wide acknowledged definition of HRM does not exist but we obviously need a definition of the subject matter if we are to understand HRM theory and practices although we accept that it will be one of several possible definition.

HRM related functions as hiring ,training and development ,performance review, compensation

,safety and health ,welfare ,industrial relation and the like. These are typically the functions of 'personal management 'and area administration and supportive in nature. Appropriately called do able, These activities are highly routinized and have been often outsourced.The design and maintenance of work system that are safe and promote employee health and workplace wellness in order to attract and retain a competent workforce and comply with statutory standards and regulations.

Employee turnover predict refers to how people experience their jobs. Most people don't like to do the same thing day after day. A high level of task repetition can lead to greater efficiency, but it often comes with higher employee turnover.

Workers are more inclined to remain with an organization when they see clear paths for career growth and the possibility of moving up. In contrast, the absence of advancement opportunities can drive them to seek employment elsewhere. Those who start a job with unrealistic or inaccurate expectations are the most likely to quit within the first few months. Alternatively, if your company provides attractive salaries and benefits, they might choose to stay—though their performance could remain below par.

Once predict Why are people leaving the company? Are they unhappy with their compensation? Is there tension between them and their supervisor or colleagues? Are they unhappy with the nature of their work? Understanding the reasons behind employee departures allows you to develop a focused plan to ke Understanding of what causes people to leaveep them on board.

When organization will make employees feel demotivated, or even disgruntled with their job. This is especially true for employees who perform at an average level, as they typically don't possess the same level of internal drive found in top performers.

EMPLOYEE TURNOVER

Human Resource Management (HRM) is the only department that directly connects with employees and manages their welfare. During interviews, HRM focuses on selecting the right candidate someone who is willing to do their work with interest and enthusiasm. Picking the right candidate is crucial, as it significantly reduces employee turnover and helps create a positive workforce environment.

Employee turnover occurs for several reasons, such as work-related stress, excessive workload, tight deadlines, job dissatisfaction, unclear job roles, lack of career growth, and a poor working environment.

Managing employee capabilities is one of the main functions of Human Resource Management. This includes forecasting future HR needs based on the organization's environment, mission, objectives, strategies, and internal strengths and weaknesses- including its structure, culture, technology, and leadership.

If employee turnover occurs regularly in a company, it definitely affects the company's productivity and increases the workload of the HR department. It can disrupt team roles and increase work pressure. This also creates a significant impact on team leaders, as training new employees and ensuring their cooperation becomes a challenging and ongoing task.

Understanding of what causes people to leave. Monitor this metric across different segments, including departments, job functions, regions, gender, age groups, and length of service.

EMPLOYEE EXIT MANAGEMENT

When someone departs the company, we ensure their exit is handled with professionalism and courtesy to make the process as seamless as possible. HR Tailor's online exit management system handles every step, from resignation processing to final settlements. It's a streamlined and compliant approach that reduces the pressure around employee exits, helping you concentrate on future goals.

Offering customized benefits is a powerful retention tool, as it helps employees feel more secure about their future and improves their overall well-being. Use surveys to identify which benefits are most valued, and focus your resources on enhancing those offerings.

Needs of Retention Strategies

New hires who start with inaccurate assumptions about the role are more likely to resign within the first few months. Alternatively, if your organization provides attractive compensation and benefits, they may choose to remain—but deliver underwhelming performance. Realistic job previews (RJPs) provide a trial period where potential employees can experience the actual duties of the position before making a formal commitment.

Work environment that is conducive to every employee. For example, new parents may need days off frequently. Employees returning to education might want a sabbatical. And a high-performing employee who was compelled to relocate might opt for 100% remote working. Your company culture should be able to accommodate all of these needs.

The contributions of average-performing employees shouldn't be ignored. By adopting a social reward and recognition platform, you can make them feel appreciated in the workplace and thereby less likely to quit.

LITERATURE WORKS FROM PREVIOUS STUDIES

This process helps establish the context for new studies, demonstrating their significance and relevance. A well-conducted literature review critically evaluates sources, integrates diverse perspectives, and identifies areas for further investigation. It ensures the research builds on existing knowledge, avoids redundancy, and contributes meaningfully to the field.

Dr.S. Tephillah Vasantham, Sreeramana Aithal: A Systematic Review on Importance of Employee Turnover with Special Reference to Turnover Strategies-Jan 22. This study aims to understand the causes of employee turnover and effective retention strategies within organizations. Key findings reveal that employees leave due to factors like job stress, satisfaction, security, motivation, wages, and rewards. High turnover negatively impacts productivity, sustainability, and profitability, with significant costs linked to hiring and training replacements.

Dr.M .Safdar Rehman Employee Turnover and Retention Strategies: An Empirical Study of Public Sector Organization Of Pakistan- Volume 12 Issue 1 Version 1.0 January 2012. This study aims to identify the main turnover factors in some public sector regulatory authorities and to suggest some employee retention strategies within the Pakistani context. Data was collected by a questionnaire distributed amongst 568 employees, developed on the basis of extensive literature review. The importance of having a retention strategy, which is based on a well articulated human resources management system, was stressed.

Fizza Saeed : Study on Department ,Impact and Approach to Reduce Employee Turnover Intention-Aug 2022. The aim of this paper is to figure out what drives employee turnover and how to keep them in a corporation. Individuals quit their jobs for a wide variety of purposes. According to fundamental study results, job stress, career progression, financial security, workplace environment, ambition, salaries, and rewards play key roles. Due to the expenses involved with staff turnover, attrition can have a direct negative influence on a cooperation functioning, stability, innovation, and revenue.

Jaun Derek Smith-Successful Strategies for Reducing Employee Turnover in the Restaurant Industry- 2018. This qualitative multiple case study explored strategies used by four restaurant managers in Port of Spain, Trinidad and Tobago, to reduce turnover. Guided by the transformational leadership model, data were collected through interviews, employee records, and company documents and analyzed using cross-case synthesis.

Primadi Candra Susanto, Zahara Tussoleha Rony: Analysis of Employee Retention Programs and Talent Engagement to Prevent Employee Turnover in Organizations- Vol. 2, No. 6, 2023: 489-500. , 2023: 489-500. Systematic Literature Review (SLR) is a process of identifying, assessing, and interpreting all available research evidence with the aim of providing answers to specific research questions. This article starts by determining the keyword search literature (search string) which is based on PICOC. An understanding of synonyms and word replacement alternatives will determine the accuracy of our literature search.

William Kibet Kitur :Factors Influencing Employee Turnover In NGO Managed Community Development Project In Bomit County- 2013. This study explores factors influencing staff turnover in NGO-led community projects in Bomet County. The objectives include examining turnover prevalence, assessing the impact of remuneration, evaluating job satisfaction, and analyzing the effects of the work environment on turnover.

Vijayapriya.V, A Study On Effectiveness Of Employee Retention Strategies In Asi Crystal Commodity LLP, Erode – 2022. The main aim of the study is to know the effectiveness of employee retention strategies and also know which factor influencing the employees to remain in the organization. The study was descriptive in nature and it is adopted to the “Census Method “. The total population has been taken as 49 and the data was collected through questionnaire. The tools used to analyse the data are simple percentage analysis, One way ANOVA analysis Garrett ranking method. The analysis shows that the effectiveness of employee retention strategies is neutral.

Umma Nusrat Urme: The Impact of Talent Management Strategies on Employee Retention- Volume: 28, Issue: 1 Page: 127-146 2023. The purpose of this paper is to provide some effective personnel management techniques into practice so that organizations may establish a welcoming and rewarding atmosphere that encourages staff to stick around and contribute to the long-term success of the company.

Iman Sabbagh Molahosseini , Masoud Pourkiani , Farzaneh Beygzadeh Abbasi , Sanjar Salajeghe , Hamdollāh Manzari Tavakoli :The Influence of Organizational Aesthetics on Employee Retention And Turnover Intention From Organizational Aesthetics-May 2020. The statistical population of this study was employees of the social insurance organization of Kerman city, Iran. The sampling methods of this study consisted of theoretical sampling. Theoretical sampling is one of the basic steps in the process of grounded theory. Besides, the analysis of the data is performed based on the three coding methods used in grounded theory which include open, axial, and selective coding. The results of this study showed that organizational aesthetics strategy cause employee retention.

Primadi Candra Susanto1 , Kamsariaty Kamsariaty2 , Jatmiko Murdiono3 , Nuraeni Nuraeni4 , Erni Pratiwi Perwitasari5 : Strategies to Prevent Employee Turnover: Implementation Program Employee Engagement & Employee Retention- Vol. 6, No. 1, September 2024. The purpose of this scientific article is to provide qualitative insights and descriptions that the variables related to employee engagement, employee turnover and employee retention are important for organizations to be used as a foundation, as well as for other interests. Qualitative research methods can provide valuable insights in analyzing employee engagement, employee retention, and employee turnover.

RESEARCH METHODOLOGY

This study follow the Descriptive method/research based study. The respondents of the research is mostly employees. Data collection through questionnaire survey using simple random sampling. Collecting respondents are 266. Statistical techniques are used for this data collection. Also using chi square test ,garret ranking and simple percentage analysis.

RESEARCH OBJECTIVE

To find the relationship between Monthly income and consider to leave organization.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE ANALYSIS

To test the significant association between monthly income and consider to leave organization of the respondent.

- **(H₀):** There is no significant association between Monthly Income and employees' consideration to leave the organization.
- **(H₁):** There is a significant association between Monthly Income and employees' consideration to leave the organization.

Variables: Monthly income and consider to leave organization.

Table No -1

Chi square test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi- Square	3.068	3	.381

Source: Collected through questionnaire (primary source).

Table value @ 5% = 7.815 Degrees of freedom(df)=3 X2(Chi square value) =3.068

INTERPRETATION

The critical value of the chi-square with 3 degrees of freedom at 5 per cent level of significance equals 7.815. Since the sample value of χ^2 (3.068) is less than the critical value, there is not enough evidence to reject the null hypothesis. Therefore, the null hypothesis is accepted. Therefore, there is no Significant Association between Monthly income and consider to leave organization to the organization.

CONCLUSION

This study examines the impact of employee turnover and the effectiveness of retention strategies at Aswin Home Special. High turnover rates can negatively affect productivity, financial costs, and team morale. Key factors influencing turnover include job dissatisfaction, stress, lack of career growth, and leadership issues. Effective retention strategies such as competitive compensation, employee engagement, career development, and supportive work environments are essential. Data-driven insights and exit interviews help identify reasons for attrition and shape targeted retention plans. Organizations must adopt strategic HRM policies to enhance employee satisfaction and reduce turnover. Implementing these strategies can foster stability, improve performance, and ensure long-term organizational success.

LIMITATION AND FUTURE RESEARCH DIRECTION

This study is limited to Aswin Home Special and may not apply to other organizations. Data accuracy may be affected by confidentiality or incomplete records. Employee Turnover how affect the leaders -The perception of management.

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