

**THE RELATIONSHIP AMONG THE EMPLOYEE RETENTION
STRATEGIES, INTENTION TO RETAIN AND JOB PERFORMANCE IN
COMMERCIAL BANKS IN BATTICALOA**



BY

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ABSTRACT

Commercial banks play an important role in the financial system and economy of Sri Lanka. The employees of the commercial banks are the key factor for successfully achieve their goals. Every organizations face the issue on keep the employees in long term. The turnover rate has an impact on an organization's efficiency and job performance. So, every banks' major consideration is for retain their skillful key employees. Hence, banks use the employee retention strategies for retain the employees. Very few researches are being performed in commercial banks in Sri Lanka for employee retention strategies with intention to retain and job performance. So, there is an empirical knowledge gap exists in the commercial banks for employee retention strategies, intention to retain and job performance. Hence, the study conducts to narrow this empirical gap.

The objectives of this study are to identify the level, relationship and impact of employee retention strategies (leadership, promotion, training and reward) on intention to retain and job performance among selected commercial banks employees. To achieve these objectives, the stratified sampling method is used as a sample of the study which was conducted among 209 employees from Commercial Bank, People's Bank, BOC Bank, DFCC Bank, HNB Bank and Nation Trust Bank. However, 179 respondents were analyzed by using descriptive and correlation analyses.

The findings show that the level of employee retention strategies, intention to retain and job performance are high level. There is a significant positive relationship between employee retention strategies and intention to retain and also there is a significant relationship between employee retention strategies and job performance. there is significant impact on employee retention strategies on intention to retain and job performance in selected commercial banks in Batticaloa. There is better condition in retention practices in commercial banks in Batticaloa. Banks should keep this high level and take consider for enhancing the intention to retain and job performance.

Keywords: Employee Retention Strategies, Intention to Retain, Job Performance and Commercial Banks

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