

FACTORS AFFECTING EMPLOYEE RETENTION AT FAST FOOD CHAIN IN QUEZON CITY

ABSTRACT

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Employee retention remains a pressing concern in the fast-food industry, where high turnover rates contribute to increased operational costs and compromised service quality. This study investigates the factors influencing employee retention at Mang Inasal Villongco in Quezon City, with a particular focus on the possibility for growth, the nature of work, sense of responsibility, and recognition. Guided by Herzberg's Two-Factor Theory, the research aims to understand how intrinsic motivators affect employees' decisions to remain in their positions. This study utilizes a descriptive-quantitative research design. A total of 45 employees, including managers, team leaders, crew trainers, and service crew members, participated in the survey. Data were collected through a researcher-made questionnaire, validated by academic experts. Statistical tools such as frequency distribution, weighted mean, and the Mann-Whitney U-Test were applied to analyze responses and identify variations based on demographic factors. The results revealed that the possibility for growth and recognition significantly influenced employee retention, especially among respondents aged 18 to 22, who prioritized career advancement and acknowledgment. Across all age groups, employees agreed that recognition and responsibility positively affected motivation and job satisfaction. However, issues such as strict monitoring, biased recognition systems, and limited career progression were identified as key challenges. Statistical analysis further showed that job position had a significant effect on perceptions of growth opportunities, while marital status and length of service did not exhibit notable influence. This study emphasizes the importance of creating structured career development paths, fair recognition practices, and supportive workplace environments to enhance employee retention in the fast-food sector. Addressing these factors can foster employee engagement and reduce turnover. Future research is encouraged to explore additional variables such as compensation, work-life balance, and organizational culture to provide a more comprehensive view of retention strategies in similar settings.

RECOMMENDED CITATION

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