

FACTORS AFFECTING EMPLOYEE RETENTION OF NCT TRANSNATIONAL CORPORATION: BASIS FOR RETENTION PROGRAM

ABSTRACT

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Employee retention remains a significant challenge in modern organizations, regardless of how ethically or competitively they operate. High turnover rates resulting from inadequate retention programs often lead to decreased employee satisfaction and organizational instability. This study aims to determine how compensation and benefits, training and development, employee well-being, and recognition influence employee retention at NCT Transnational Corporation. The goal is to assess employee perceptions of these factors and use the findings as a basis for developing a targeted retention program. This study employs a descriptive-quantitative research design and uses census sampling to include the entire population of interest. Data were collected through a researcher-made survey questionnaire administered to 93 employees of NCT Transnational Corporation. The responses were gathered, encoded, and analyzed using Microsoft Excel, focusing on the relationship between employee demographics and perceptions of retention-related factors. The findings revealed an even distribution of respondents across demographics, with most aged 31–40, holding rank-and-file positions, and having over 10 years of tenure. Respondents showed strong agreement on the positive influence of compensation and benefits, training and development, employee well-being, and recognition on retention. Significant variations were found in training perceptions based on age, and in compensation and recognition based on educational attainment. The most pressing challenges included high physical workload, limited career advancement opportunities, insufficient training, and an imbalanced work-life dynamic. Based on these findings, the study proposed an Employee Retention Enhancement Program focused on improving compensation structures, professional development, workplace well-being, and formal recognition. The study highlights the importance of key retention factors in building a stable and satisfied workforce. Differences in employee perceptions based on age and education suggest the need for customized retention strategies. To mitigate identified challenges, the proposed enhancement program offers targeted interventions to support long-term employee engagement and organizational growth. Prioritizing these areas may contribute to improved retention rates and overall job satisfaction within NCT Transnational Corporation.

RECOMMENDED CITATION

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