

FACTORS INFLUENCING EMPLOYEE MOTIVATION AND RETENTION AT KAIZEN. PH HEALTHCARE APPAREL IN NOVALICHES QUEZON CITY

ABSTRACT

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This study investigates the factors influencing employee motivation and retention at Kaizen PH Healthcare Apparel, located in Novaliches, Quezon City. Its primary objective is to identify the key drivers of motivation and evaluate their impact on employee job performance. Employee motivation plays a crucial role in enhancing productivity and organizational efficiency, and understanding the specific elements that encourage motivation is essential to retaining valuable talent. This research aims to explore the factors that keep employees engaged, which in turn affects their satisfaction, loyalty, and overall performance within the company. The study employs a descriptive research design using purposive sampling to collect data through employee surveys. This method ensures that respondents with relevant experiences and insights contribute to the findings. The survey instrument was designed to gather data on various dimensions, including work conditions, management practices, organizational culture, compensation, and opportunities for professional growth, offering a comprehensive understanding of the employees' perceptions and motivations. The results revealed that employees at Kaizen PH Healthcare Apparel are generally satisfied with salary, benefits, the work environment, career advancement, and leadership practices. However, certain challenges were identified, such as unmet salary expectations, limited career growth, high workload, lack of recognition, and the need for better work-life balance. These issues were found to influence overall motivation and the likelihood of long-term retention. Enhancing pay structures, recognition programs, career development pathways, and wellness initiatives were noted as areas for improvement. The study recommends that management develop strategies to boost motivation and retention by refining recognition systems, offering robust employee development programs, and cultivating a more inclusive and supportive workplace culture. Revisiting compensation structures and promoting clear opportunities for career progression are also essential. Addressing these factors can significantly improve employee morale, reduce turnover, and contribute to greater organizational success. By implementing these strategies, Kaizen PH Healthcare Apparel can create a sustainable and high-performing workforce.

RECOMMENDED CITATION

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