

LEADERSHIP STYLE AND RETENTION PROGRAM OF SELECTED ICECREAMHOUSE PHILIPPINES BRANCHES

ABSTRACT

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KEYWORDS

*ice cream house philippines;
retention program; leadership
styles; employee retention;
work environment; career
growth*

ARTICLE ID

AASGBCPJMRA-B11241

This study investigates the leadership styles and retention strategies employed at selected IceCreamHouse Philippines branches in Metro Manila and Montalban, Rizal. It examines how different leadership approaches—autocratic, democratic, transformational, servant, and laissez-faire—affect employee retention. The research also considers the impact of demographic factors and key retention components such as compensation, career development, work environment, and managerial support. Ultimately, the study aims to identify major retention challenges and propose evidence-based solutions to enhance workforce stability and satisfaction. This study utilized a quantitative, descriptive-correlational research design to investigate the relationship between leadership styles and employee retention. Data were collected through Likert-scale survey questionnaires administered to regular and probationary employees, including service crew and managers, across nine selected IceCreamHouse branches from October 2024 to March 2025. The study found a significant positive correlation between leadership style and employee retention ($r = 0.6038$, $p = 0.0004$), leading to the rejection of the null hypothesis. This indicates that supportive and participative leadership styles play a key role in enhancing retention at Ice Cream House Philippines. The study revealed key factors hindering employee retention, including limited career growth, inconsistent leadership support, and inadequate compensation and benefits. In response, a comprehensive retention program was proposed, emphasizing leadership development, career progression, improved work conditions, and stronger management support to enhance employee satisfaction, reduce turnover, and promote long-term success at Ice Cream House Philippines.

RECOMMENDED CITATION

Caboteja, A., Fajardo, A. P., Hipolito, P., Mabait, J. E., Petate, J., & Recaido, R. (2025). Leadership Style and Retention Program of Selected Icecreamhouse Philippines Branches. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 161.