

FACTORS INFLUENCING EMPLOYEE RETENTION AMONG BUSINESS PROCESS OUTSOURCING EMPLOYEES IN FAIRVIEW, QUEZON CITY

ABSTRACT

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This study aims to assess the factors influencing employee retention among Business Process Outsourcing (BPO) employees in Fairview, Quezon City. Specifically, it evaluates the demographic profiles of respondents—including age, gender, length of service, shift, and company—and examines key retention factors such as fringe benefits, workplace flexibility, and training and development. Employee retention is a critical issue in the BPO industry, and understanding the factors that influence it is essential for improving workforce stability and organizational performance. The study employs a descriptive-quantitative research design using survey questionnaires to collect data from full-time regular BPO employees. Data collection was conducted in November 2024, and the entire research process, including analysis, spanned from September 2024 to March 2025. Respondents were selected from five BPO companies operating in Fairview, Quezon City. The findings showed that the majority of respondents were aged 23–27 (35%), with a near-equal gender distribution (53% female, 47% male). Most employees (60%) had a tenure of 6 months to 2 years, indicating a relatively high turnover rate. Additionally, 56% of respondents worked the graveyard shift. Across the five BPO companies, respondents reported moderate to high satisfaction with fringe benefits (Weighted Mean = 3.24), training and development (Weighted Mean = 3.17), and workplace flexibility (Weighted Mean = 2.99). Statistical analysis revealed no significant relationship between employee retention factors and demographics such as age, gender, or length of service. However, workplace flexibility and overall retention factors varied significantly depending on the employee's shift, while workplace flexibility and training opportunities also differed across companies. The most frequently reported challenges were emotional exhaustion, inadequate compensation, and work-life balance concerns. Based on these findings, the study proposed a set of Employee Well-Being and Retention Guidelines for BPO companies in Fairview. The guidelines emphasized flexible work arrangements, mental health support, career development programs, and competitive compensation. By implementing these recommendations, BPO companies could create a supportive environment that fostered employee engagement, reduced turnover, and enhanced organizational performance. The study contributed to understanding employee retention in the BPO industry and provided practical solutions for improving workforce stability.

RECOMMENDED CITATION

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