



A Study on Employee Retention in Healthcare Sector with Reference Madurai District

KEYWORDS

Healthcare, Retention and Job Satisfaction

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ABSTRACT

Every management should take steps to satisfy their current respondents and also to encourage them to be happy with their job. So that they can retain their potential respondents for a longer period of time. Here the present study as made attempt to measure the employee expectations and how they feel about their current jobs in Healthcare Sectors. There are many factors influence employee retention such as overall satisfaction, work environment, supervisor relations, training, pay and benefits, communication, equal Opportunities and Fair Treatment, health and Safety, job Satisfaction, Skills enhancement opportunities. These factors can be studied in detail and finally the major findings of the study provide valuable information to the management to take necessary steps to prevent the employee turnover and can achieve more production by fulfilling their expectations

0.1 INTRODUCTION OF THE STUDY

Employee retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. Corporate is facing a lot of problems in employee retention these days. Hiring knowledgeable people for the job is essential for an employer. But retention is even more important than hiring. There is no dearth of opportunities for a talented person. There are many organizations which are looking for such employees. If a person is not satisfied the job he/ she is doing, he/she may switch over to some other more suitable job. In today's environment it becomes very important for organizations to retain their employees. The top organizations are on the top because they value their employees and they know how to keep them engaged with the organizations. Employees stay and leave the organizations for some reason. The reason may be personal or professional. These reasons should be understood by the employer and should be taken care of. The organizations are becoming aware of these reasons adopting many strategies for employee retention. Employee retention has become a major concern for corporate in the current scenario. Individuals once being trained have a tendency to move to other organizations for better prospects. Attractive salary, comfortable timings, better ambience, growth prospects are some of the factors which prompt an employee to look for a change. Whenever talented employees express his willingness to move on, it is the responsibility of the management and the human resource team to intervene immediately and find out the exact reason leading to the decision.

1.2 STATEMENT OF THE PROBLEM

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees. Employees comprise the most vital assets of the company. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave

because of stress and frustration. In a transparent environment while employees get a sense of achievement and belongingness from a healthy work environment, the company is benefited with a stronger, reliable work-force harboring bright new ideas for its growth.

1.3 OBJECTIVE OF THE STUDY

- To study the demographic profile of the respondents.
- To analyze the percentage of the employees satisfaction and the reason for retention.
- To find out whether changes are mostly needed to improve morale in the organization.
- To suggest implement policies and practices to retain the current potential respondents.
- To contribute valuable suggestion for further improvement.

1.4 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem. It may be understood as a science of studying how research is done scientifically. Here the researcher studied various steps that are generally adopted in studying the research problem along with the logic behind them. The researcher may be defined as "Careful critical enquiry or examination in seeking facts or principles in order to ascertain some of them". The research process consists of number of selected steps that are essentially inter-dependent.

RESEARCH DESIGN

Descriptive Research technique is adopted to undergo the study. Descriptive research includes a survey and fact finding enquiries of different kinds. The major purpose of this research is description of the state of affairs as it exists at present.

SAMPLING DESIGN

The researcher has used convenient Sampling Techniques for collection data from 150 sample respondents in healthcare industries in Madurai district.

DATA COLLECTION

The primary data collected from respondents through questionnaire. The secondary data is collected with the help of various company records, company manual, internet, journal, books etc.

TOOLS FOR ANALYSIS

The following are the statistical tools used for the study

1. Simple Percentage Analysis
2. Chi-Square Analysis

1.5 DATA ANALYSIS AND INTERPRETATION:

TABLE NO: 1

GENDER OF THE RESPONDENTS

Sl No	Particulars	No. of Respondents	% of Respondents
1	Male	97	65
2	Female	53	35
	Total	150	100

It was learnt from the above table it is inferred that 65% of the respondents are male and 35% of the respondents are female.

TABLE NO: 2
SUPPORT AND GUIDANCE PROVIDED BY THE SUPERVISOR

Sl No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	25	17
2	Agree	46	30
3	Neutral	48	32
4	Disagree	22	15
5	Strongly Disagree	9	6
	Total	80	100

It is highlighted from the above table it is clear that majority 32% of the respondents are neutral to the support & guidance provided by the organization, 30% are agree followed by the next section, 17% strongly agree, other 15% disagree, and another 6% are the respondents who strongly disagree with the above statement.

TABLE NO:3
PROMOTIONAL OPPORTUNITIES AND JOB ROTATION

Sl No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	32	21
2	Agree	57	38
3	Neutral	29	19
4	Disagree	19	13
5	Strongly disagree	13	9
	Total	150	100

It is noted from the above table it is clear that majority 38% of the respondents are agree to the promotional opportunities and job rotation provided by the company, 21% are strongly agree followed by the next section, 19% neutral, other 13% disagree, and another 9% are the respondents who strongly disagree with the above statement.

TABLE NO: 4
FLEXIBLE TIMINGS & LEAVE FACILITIES

Sl No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	23	15
2	Agree	29	19
3	Neutral	51	34
4	Disagree	36	24
5	Strongly disagree	11	8
	Total	150	100

It was divulged from the above table it is clear that majority 34% of the respondents are neutral in flexible timings and leave facilities provided by the organization, 24% disagree followed by the next section, 19% agree, other 15% strongly agree, and another 8% are the respondents who strongly disagree with the above statement.

TABLE NO:5
REASON TO LEAVE THE ORGANIZATION

Sl No	Particulars	No. of Respondents	% of Respondents
1	Payment	53	35
2	Lacking in team work	26	17
3	Supervisor	29	20
4	Career opportunities	24	16
5	Others	18	12
	Total	80	100

It was learnt from the above table it is clear that majority 35% of the respondents are leaving the organization because of payment, 20% supervisor followed by the next section, 17% lacking in team work, other 16% career opportunities, and another 12% are the respondents who leaving for other reasons.

Table No: 6
PROMOTIONAL OPPORTUNITIES & JOB ROTATION

Experience	Promotional Opportunities and Job Rotation					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
0-5 years	11	14	13	7	4	49
6-10 years	9	12	11	3	3	38
11-15 years	7	11	9	3	1	31
More than 15 years	7	9	7	4	5	32
Total	34	46	40	17	13	150

Table Value: 21.025, Calculated Value: 4.74, DF:12
Remarks: Not Significant

H₀: There is no association between experience and promotional opportunities & job rotation.

H₁: There is association between experience and promotional opportunities & job rotation.

The significance is greater than 0.05. So we accept the null hypothesis (H₀). Hence, there is no association between experience and promotional opportunities & job rotation.

1.6 FINDINGS

- 65% of the respondents are male in the organization.
- 35% of the respondents are 26-35 majority age groups in the organization.
- 59% of the respondents are married in the organization.
- 43% of the respondents are good that the working condition in the organization.
- 38% of the respondents are satisfied with their additional benefits provided by the organization.
- 43% of the respondents working 8 hours per day.
- 38% of the getting opportunity for job rotation and promotional activities in the organization
- 38% of the respondents neutral of getting opportunity to grow in the organization
- 32% respondents neutral that the company is creating to learn new things.
- 53% of the respondents are getting their rewards and recognition.
- 35% of the respondents are leave the organization because of the payment.
- Hence, there is no association between working hours

per day and alternative work schedule provide by the organizations

- Hence, there is no association between experience and promotional opportunities & job rotation.

1.7 SUGGESTIONS

- From the study it has been concluded that the company is performing good but still it need to focus on certain areas such as providing career opportunities and maintaining relationship with the respondents at all levels
- The organization should attract the potential respondents. There are many resources to support them and ensure to perform better. It's also Caters to their growth needs and gives them a mentor for improving and developing new skills.
- The respondents are seeking for more skill enhancement opportunities so, the company can provide effective training to motivate them.
- To increase the healthy competition between the respondents the management can take steps to motivate them so that the productivity can also be increased.

1.8 CONCLUSION

Respondents today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best respondents. Two most important elements for employee retention are praise and recognition. Monetary rewards are fast forgotten, so the organization can try something that will stay forever.

Retention is even more important than hiring. It is very beneficial for the company when it retains its current respondents rather than going for new hiring. The respondents are seeking for more skill enhancement opportunities so; the company can provide effective training to motivate them. The organization should attract the potential respondents because the health of the company and its future depends up on the respondents.

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