



CONTRIBUTING FACTORS THAT AFFECT EMPLOYEE RETENTION IN FAST-FOOD CHAIN IN NASUGBU, BATANGAS

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ABSTRACT

This study assessed the contributing factors that affect employee retention in fast-food chain in Nasugbu, Batangas. It focuses on the assessment of contributing factors that affect employee retention.

The participants in this study were forty (40) employees using Cronbach method of computing the sample size. Purposive sampling was used in the study. The researcher conducted survey which was specially accustomed for the use of significant data regarding the respondents' profile specifically their age, sex, and highest educational attainment, the assessment of the respondents on contributing factors that affect employee retention in fast-food chain in terms of quality assets, retention, incentives and benefits. The study yielded the following findings: majority of the respondents were between the ages of 26 to 30, male, and graduated secondary education. The respondents agreed that quality assets, retention, incentives, and benefits influence the assessment of the respondents in contributing factors that affect employee retention in fast-food chain in Nasugbu, Batangas. There was no significant difference on the assessment of the respondents in contributing factors that affect employee retention in fast-food chain in Nasugbu, Batangas when profile was considered. Hence, the Employee Retention Plan (ERP) is crafted and designed by the researcher to aid

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the growing numbers of employee turnover in fast-food chains based on the results of the study.

Keywords: *Contributing Factors, Employee Retention, Quality Assets, Retention, Incentives, Benefits*



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