

# **Impact of Job Satisfaction on Employee Retention in Apparel Industry of Sri Lanka: Examining the Moderating Effect of the Age Factor**

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This research mainly explores the employee satisfaction and its determinants and how it impacts on employee retention using the sewing machine operators (SMOs) in the apparel industry. It aims to identify the factors that affect employee retention in garment factories because in garment factories employee retention is very low compared to other countries and industries. The study intends to use the survey method where data is collected through Google forms and physically from a sample of 383 machine operators employed in a leading garment factory and moderate factories in Sri Lanka. For that, it uses Brandix, Vogue textile, M.A.S Unichela and Star garments which are located in Koggala free trade zone. Pay and benefits, working conditions, supervisory support and promotion are positively correlated with employee retention according to the Regression Linear process of the SPSS 25 tool. Through this research, it is revealed that working conditions and supervisory support highly affect employee retention. As well as in this, age is shown as a moderator and the findings show that this moderator has a positive and significant relationship between job satisfaction and employee retention according to the Andrew F. Hayes process in SPSS 25. As well as in the Sri Lankan context, these variables impact and need to be understood for the sustainability of the apparel industry.

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