

EMPLOYEE ENGAGEMENT AND TURNOVER INTENTION: THE MODERATING ROLE OF GENDER

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This study aims to examine the impact of employee engagement on turnover intention exploring gender as a moderator. The purpose of this study is to understand how employee engagement affects turnover intention among executive-level employees in the apparel industry, with a particular focus on the moderating role of gender. The research is deductive research. This research was conducted using a survey research strategy and quantitative research method. Executive-level employees in a leading organization in the apparel industry were chosen as the population of the study. The sample size was 108 and data collection was done through a self-administered questionnaire. Statistical Package for Social Science (SPSS) version 23.0 and moderation analysis Hayes PROCESS Macro SPSS were used as a tool for data analysis and both descriptive and inferential statistics, namely Correlation and regression were used to analyze data. The key findings of this study are that employee engagement has a negative impact on turnover intention and that gender moderates the relationship between employee engagement and turnover intention. The implications of the study suggest that companies in the apparel industry should tailor engagement strategies for different gender groups at the executive level to enhance retention and reduce turnover intention.

Keywords: *Apparel Industry, Executive level, Employee engagement, Gender, Turnover intention*

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