

Impact of Employee Work-Life Balance on Employee Job Retention: A Study of a Leading Apparel Company in Sri Lanka

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The study examined the relationship between the work-life balance on employee retention in Hirdaramani Mihila Agalawaththa (PVT) Ltd. Employee work-life balance is the dependent variable in this study and employee retention is the independent variable of this study. Accordingly, the main objective of this study was to identify the relationship between employee work-life balance and employee job retention. 179 operational level employees were selected as a sample based on the simple random sampling method. The researcher used primary data for the data collection. The collected quantitative data were analyzed through SPSS using descriptive analysis techniques. The study suggested that; there is a positive relationship between employee work-life balance and employee job retention. A moderate positive correlation is found between the work-life balance and employee job retention ($r=0.443$) which is statically significant (Sig. 0.000) is less than the level of significance (0.01). According to the results, 19.6% (R Square = 0.196) of the variation of employee work-life balance could be significantly (Sig. = 0.000 which is less than 0.05) explained by the independent construct in the research model in employee job retention. Further, the marginal contribution of employee retention (0.595) in determining the effect on work-life balance is to be considered statically significant (Sig. = 0.000) in the regression equation. According to the regression results, there is a significant impact of work-life balance on employee job retention. The results of this study can be used by various parties such as apparel companies, apparel sector employees and future researchers.

Keywords: *Employee Job Retention, Work-Life Balance*

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