

## **Factors Affecting on Employee Loyalty: A Study of Operative Level Employees in Apparel Industry Special Reference to Lankapura Apparel (PVT) LTD**

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The purpose of this study was to identify factors affecting on employee loyalty in operative level employees in Lankapura Apparel (Pvt) Ltd. This study is carried out as a quantitative explanatory research work. Further, the sample is selected randomly and used simple random sampling technique. This is a descriptive research & standard questionnaire was used to collect primary data through a survey. Questionnaires are distributed to a sample of 193 of operational level employees who are currently working in Lankapura Apparel (Pvt) Ltd. To analyze received questionnaires data, SPSS (Statistical Package for the Social Science) was used. To interpret data analyzed and to obtain the result graphical charts, descriptive statistical techniques such as mean, mode, standard deviation and histograms, correlation and coefficient, multiple regression analysis and residual analysis were used. To test the relationship between variables Pearson correlation technique analysis was used. Simple regression analysis was used to identify the degree of the impact of the independent variable on dependent variable was analyzed by using R square value. And it was found to be that there is a significant moderate positive relationship between leadership, perceived working environment and compensation on employee loyalty and there is no significant positive relationship in person- job- fit on employee loyalty. This research is very important in building the relationship between employee and employer. Through this study, management can gain a better understanding of how to retain employees in the workplace through the employee loyalty

**Keywords:** *Employee Loyalty, Leadership, Working Environment, Compensation, Person-Job Fit*

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