

Factors leading to employee turnover in private organizations: the case of Promotion of Rural Initiative and Development Enterprises Limited (PRIDE Tanzania).

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The objective of this study is to investigate factors leading to employee turnover in Private organizations in Tanzania Promotion of Rural Initiative and Development Enterprises (PRIDE) is used as a case study. In this study, data were collected from the questionnaire survey. A sample of 60 respondents was expected, but only 50 returned the questionnaires which form 83.33% of the response rate. The survey data was analyzed using the Statistical Package for Social Science (SPSS) to identify variables significantly influencing employee turnover at PRIDE. The study revealed that employee turnover at PRIDE is influenced by two major factors “Push factors” and “Pull factors”, “Push factors” include lack of career development support, inadequate supervision, lack of recognition, substandard working tools, poor communication system, poor work environment, lack of opportunity for promotion and poor orientation system. Pull factors’ include availability of job alternatives, higher pay elsewhere, intensive competition for labour force and better employee benefits elsewhere. From the study, it is recommended that the management should create a high retention culture by placing more efforts and time selection and training of employees, developing effective communication channels clear reward and recognition strategies, and develop effective employee training and career development support to keep employees motivated and focused. The major limitation of the study is its narrow coverage. The study was only able to cover three branches in Dar es Salaam due to time and financial constraints. Another study can be conducted to get more views from other private and public work organizations. This paper provides the practical guidelines of the study.