FACTORS AFFECTING EMPLOYEE RETENTION IN ORGANISATION:
A CASE OF SAFARICOM LIMITED COMPANY IN NAIROBI COUNTY

BY

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This research report is submitted for partial fulfillment of the requirement for the award of Diploma
in Human Resource Management of the University of Nairobi.
DECLARATION

This is my original work and has not been presented for examination or any academic award in any other university.

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ABSTRACT

Employee’s retention in organizations worldwide has raised great concerns. Rapid exit and entry of employees into an organization presents serious obstacles to organizations in achieving their organizational goals. Labour turnover should be analyzed in order to forecast future losses and to identify various reasons for people leaving the organization. Thus, the study sought to analyze factors affecting employee retention in Safaricom Limited Company. The objectives of the study were to evaluate how change in managerial practice affects employee retention, investigate how lack of motivation affects employee retention, investigate how wages and salaries affect employee retention and investigate how market competition affects employee retention. The study had a target of 1220 employees and a target population of 122 employees applying the 10% rule of Mugenda (1999). The findings of the study showed that, 64% of the respondents were in favor of employee resistance as the greats challenge with the management, 48% of the respondents stated that training is the best way to motivate employees while 52% of the respondents argued that wages and salaries affect employee retention and finally, 48% of the respondents stated that training was the best vital tool to revolve in order to compete effectively. The study drew the following recommendations, employers to retain their employees through facilitation and support to employees, they should retrain their employees now and then so as to motivate them as they work in the organization hence retaining more of them, organizations should give fair wages and salaries to their employees and managers to train their employees in order to compete effectively in the market with staff recognition policy put into practice to encourage use of talent.