FACTORS CONTRIBUTING TO EMPLOYEE RETENTION IN ORGANIZATIONS;
A CASE STUDY OF KITUI WATER AND SANITATION COMPANY.

MUTISYA DANIEL KAMUTI
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THIS IS A RESEARCH PROJECT SUBMITTED FOR THE AWARD OF DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT OF THE UNIVERSITY OF NAIROBI.

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Declaration

This is my original work and has never been submitted for examination in any other University.

Mutisya Daniel Kamuti
Name

Sign

Date

28/06/2013

This research project has been submitted for examination with my approval as university supervisor.

Ms.Priscilla Kemunto Ombati
Name

Sign

Date

28/06/2013
Abstract

The researcher intended to investigate the factors that contribute to employee retention in the Water services industry using KITWASCO, as a case study. The objective of the study was to establish the factors that influence employee retention. The study was conducted between the month of March and June 2013. The sources of literature review were both primary and secondary sources. A case study and casual comparative research design was adopted. A sample size of fifty respondents comprising of employees participated. A simple random sampling technique was applied. Data was collected through questionnaire and interviewing. The data was analyzed quantitatively and qualitatively. The research findings revealed that there are various factors that contribute to employee retention. These factors include: Employee satisfaction, Remuneration, Employee Loyalty, Employee perception of value, facilities held among others. The researcher found positive correlation between employee relation and retention. On the other hand, good remuneration resulted to higher level of retention. From the research findings, employees who are satisfied tend to work for a longer period than dissatisfied employees. Staff loyalty contributed to increased retention while employees who were perceived to have value were willing to remain in the organization.