

MEDIATION EFFECT OF JOB SATISFACTION- BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND TURNOVER INTENTION

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ABSTRACT

Effective Human Resource Management (HRM) practices impress employees to be satisfied and motivated toward the accomplishment of their job performance and eliminate turnover intention. In current competitive market, one of the major issues faced by the managers in apparel industry in Sri Lanka is how to satisfy and retain competent employees with the organization. Hence, the main purpose of this study is to analyze the mediating role of job satisfaction in the relationship between HRM practices and turnover intention of sewing machine operators (SMOs) in apparel industry. In Sri Lanka, the mediation effect of Job Satisfaction in between HRM practices and Turnover intention has not been fully addressed yet and this study is an effort to fill that gap. The analyzed sample is composed of randomly selected 150 SMOs employed in a leading garment factory in Sri Lanka. The data were collected using a self-administrated structured questionnaire which consists of 33 questions with five point Likert scales. The data were analyzed using SPSS statistics. According to the regression analysis, the independent variable (HRM practices) dependent variable (Turnover Intention) and the mediate variable (job satisfaction) have significant effects on each other. The results of the mediation analysis revealed, the effects of both independent and the mediator variables (HRM practices and Job satisfaction) on the dependent variable (Turnover intention) becomes significant ($p=.000$) and in that case the effect of independent variable on the dependent variable becomes insignificant ($p=.289$). Hence, the researcher concluded job satisfaction plays a full mediating role between HRM practices and Turnover Intention of SMOs in apparel sector in Sri Lanka.

Keywords: Human Resource Management (HRM) practices; Turnover intention; Job satisfaction; mediating role; sewing machine operators (SMOs)