

ABSTRACT

Retaining employees is an important asset of every organization. This research explores the factors that can significantly impact of gunners' retention in Sri Lanka Air Force (SLAF) Regiment through the job satisfaction. Within the course of this study, it has been discovered that the main factors that create job satisfaction and job retention among the gunners in Sri Lanka Air Force. Organizational factors, individual factors and environmental factors are considered in order to measure the relationship between job satisfaction and the retention of gunners. These variables tested with a questionnaire to reflect all the characteristics mentioned in the explanations of variables and mode of research was survey quantitative research method. The sample was consisting 131 gunners. All sample members responded in 100%. Data analysis revealed a positive relationship between job satisfaction and job retention, with all other variables as discussed in analysis. These results largely support the hypothesized associations between variables found in research studies derived mainly from samples selected through the SLAF. After analysing the research findings, it has revealed that the three main factors are influencing the job satisfaction for job retention positively. Finally, noted job satisfaction of the SLAF Regiment gunners has an invariable relationship with job retention. According to the findings, it has illustrate that gunners cannot be retained by financial benefit along, since mental satisfaction and the creativity are an important parts of the employee motivation to retain in the organization. Therefore, it has recommended that a justifiable promotion system should be implemented in SLAF and provides more opportunities to undertake their family matters.

KEYWORDS

Job satisfaction, Retention, Sri Lanka Air Force, Gunners, Organizational factors, individual factors, environmental factors