

**FACTORS AFFECTING LABOUR TURNOVER
INTENTION IN SRI LANKAN COIR INDUSTRY: THE
CASE OF COIR INDUSTRY IN HAMBANTHOTA
DISTRICT**

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ABSTRACT

This study was aimed at identifying the factors that affect on turnover intention of labours in coir industry in Hambanthota district. The objective of this paper is to explore the factors affecting labour turnover intention. Understanding of most affected factors for turnover intention of labours who engaged with coir industry will enhance the retaining of labours with the particular industry. The study used survey method where data collected through questionnaire. Theory of planned behavior (TPB) was used to prepared questionnaires as theoretical framework. Factors as attitudes, subjective norms and perceived behavior control were examined through the questionnaire. Considering the above factors, questionnaire was developed and pretested.

Then the questionnaire was filled with randomly selected 120 labours from eight major coir related factories in Hambanthota district. A descriptive analysis, correlation analysis and multiple regression model were used in analyzing survey data.

Descriptive statistics revealed that 62.5% were female workers and balance was male workers. Most of labours who engaged with coir industry were age of more than 40. Majority of them (48.3%) were not achieved for O/L level where as 47.5% were achieved for it. Intention of turnover was manifested from 59.2% of labours by answering positively. R^2 value was 71.3%, it suggested that 71.3% variability of turnover intention were explained by the factors of attitudes, subjective norms and perceived behavior control. Among three independent variables, perceived behavior control was significantly affected ($P < 0.05$) on the turnover intention of labours whereas attitude and subjective norms were insignificant. Final result was revealed that perceived behavior control significantly affected on the turnover intention of labours. Factors as inadequate payment, health issues, exhaustion in work and unsafe working environment were comprised as sub factors of perceived behavior controls. To mitigate the problematic issue of labour turnover intention, perceived level of difficulty to perform the behavior should be increased by considering payment of labours, work environment safety, extreme exhaustion in work and health issues.

Key Words: Sri Lankan Coir Industry, Labour turnover intention