



**IMPACT OF WORK LIFE CONFLICT ON TURNOVER INTENTION:
THE MEDIATION ROLE OF JOB SATISFACTION.**

**(SPECIAL REFERENCE TO OPERATIONAL LEVEL EMPLOYEES OF
APPAREL COMPANIES IN KATUNAYAKE EXPORT PROCESSING ZONE)**

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ABSTRACT

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Apparel industry has been the Sri Lanka's largest gross export earner since 1986 and it is considered as one of the biggest industries in Sri Lanka. However, longer working hours, tighter deadlines and changes in family structure increased the employee responsibilities. Therefore, balance of the work life and family life are an emerging challenge for employees in the apparel industry. Employees are assets to the organization and the organization always tries to avoid losing the key performers. Therefore, apparel companies are providing attractive benefits to the employees like attractive salary, transportation, medicine etc. However, employee turnover has become a critical problem for this industry. Thus, this study empirically evaluated the relationship between work life conflict and turnover intention. Further study also investigated the role of job satisfaction as the mediator between the work life conflict and turnover intention. Convenience sampling method was employed to select 100 operational level employees from 10 apparel companies in Katunayaka Export Processing Zone and data were gathered by using self-administered questionnaires. Besides, descriptive, correlation and simple regression analysis were performed to analyze the data and Baron and Kenny mediation analysis was performed to check the mediation effect. The analysis exposed that work life conflict is negatively related to job satisfaction. Further, job satisfaction is negatively related to turnover intention of employees. Besides, study found the strong positive relationship between work life conflict and turnover intention and it is partially mediated by the job satisfaction. Moreover, the study revealed that turnover intention varied with gender differences in apparel industry and females have high level of turnover intention than the males. Study suggested to reduce the individual work load, define the employee's tasks and duties clearly and implement the experience based benefits system for minimizing the turnover intention.

Key Words- *Work life conflict. Job Satisfaction. Turnover Intention.*