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**JOB ALTERNATIVES AND JOB SATISFACTION
TOWARDS THE TURNOVER INTENTION
(IN THE CONTEXT OF APPAREL INDUSTRY)**

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ABSTRACT

Job alternatives and Job satisfaction towards employee Turnover intention

In the context of apparel industry

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According to previous literature turnover intention was a highly focused phenomenon. According to the labor department high turnover represents in operational level employees in apparel industry SriLanka. Research was conducted to identify the relationship between the job alternatives job satisfaction and turnover intention. All the operational level employees in apparel industry selected as the population of the research. Sample was selected from the employees in the Seethawaka EPZ based on the high unoccupied employment. 100 employees were selected and self administrated questionnaire was selected to collect data. The survey data was analyzed using a co relational analysis and regression analyses to identify relationship between the variables. According to the findings job alternatives and job satisfaction represents significant influence towards turnover intention. Job alternatives and turnover intention represents a negative relationship and there is a positive relationship between job alternatives and turnover intention.

Key words: Job alternatives, Job satisfaction, Turnover intention