THE IMPACT OF FAMILY SUPPORTING ORGANIZATIONAL PERCEPTION AND WORK FAMILY CONFLICT ON EMPLOYEE TURNOVER INTENTION IN APPAREL SECTOR ORGANIZATIONS IN KURUNEGALA.

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ABSTRACT

The purpose of this research study is to explore the impact of family supporting organizational perception and work family conflict on employee turnover intention of selected apparel firms. This research examines the existing levels of family supporting organizational perception, work family conflict, and employee turnover intention of selected apparel firms, the relationships among family supporting organizational perception, work family conflict, and employee turnover intention of selected apparel firms and explores whether impact of family supporting organizational perception and work family conflict on employee turnover intention of selected apparel firms. This research study relies on a data set derived its survey of 335 employees who are currently employed in selected two apparel firms in Kurunagala.

The findings of this research study show that family supporting organizational perception, work family conflict, and employee turnover intention had high level. There was a strong positive relationship between family supporting organizational perception, work family conflict, and employee turnover intention had a strong positive relationship. 74.8% of variability in work family conflict of the selected two apparel firm's was accounted by employee turnover intension, 80.4% of variability in family supportive organizational perception of the selected two apparel firms was accounted by employee turnover intension, and 83.1% of variability in employee turnover intension counted by combination of family supportive organizational perception and work family conflict. Finally, it is concluded that that family supporting organizational perception and work family conflict impact on employee turnover intention of the selected two apparel firms.

Keywords: Family Supporting Organizational Perception, Work Family Conflict, Employee Turnover Intention

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