

Factors and Retention of Healthcare Employees: A Study Based on Kerala Private Hospitals

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Abstract: *The persistent worry about healthcare worker shortages in Kerala's healthcare sector has had a substantial impact on staff productivity. In 2020, during the COVID-19 pandemic, the state deteriorates further. Private healthcare has reported a high worker turnover rate, which has increased costs for the company in terms of immediate financial losses and a lack of care. The purpose of this study is to determine the fundamental reasons behind the high rate of resignation in private healthcare. Five crucial elements—job satisfaction, work environment, pay and benefits, work-life balance, and employee recognition—were effectively identified and quantified as important variables in Kerala private healthcare organisations' staff retention rates. To gather the necessary primary data and information, a quantitative investigation using surveys was carried out. Data were gathered from the chosen private hospitals in Sarawak, Kerala, and there were 123 responders. Six (6) hypotheses are investigated using statistical method SPSS version 26 based on a thorough analysis of the literature, instrument design, and subsequent pilot testing. The results showed that job happiness and employee recognition were both supported and stronger predictors of employees' retention in private hospitals, with job satisfaction having a Beta value of 0.295 and employee recognition having a Beta value of 0.359. Other characteristics including the workplace, pay and perks, and work-life balance were not as strongly backed but were nevertheless mentioned by respondents as significant factors. Additionally, respondents in this study highlighted a few distinct factors, such as training and development, fairness, leadership qualities in leaders or managers, and hospital facilities and equipment. These factors are seen as essential for getting management attention in order to retain the talents in the hospitals. This study also adds theoretical and practical value to the private healthcare industry by emphasising the need of long-term win-win employee relationships, fostering a culture of trust among employees, and having highly credible executives.*

Keywords: Employee Retention, Job Satisfaction, Working Environment, Compensation And Benefits, Work-Life Balance, Employee Recognition

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