The Influence factors that affect employee retention
(a case study in one of the tops electricity organization in Thailand)

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Abstract

This research aimed to determine factors that affect to employee retention, a case study in one of the top electricity organization. The objectives of this research were: 1) study the factors that can affect to the employee retention in an organization; 2) Explain the influences factors that affect to the employee retention in an organization. The questionnaires were used as a data collection instrumental for 400 sets. The data analysis was used the descriptive statistic such as frequency, percentage, mean, standard deviation (S.D.), and the hypothesis testing in this research was multiple linear regression analysis (MRA) at significant level .05. In this research, the results presented that 1) the overall level of Employee retention was neutral, when considering of independent variables from high to low, the results revealed that deeply high level of organizational commitment were highest; then followed by the job satisfaction; and the job satisfaction in the work was the least, 2) the results from the hypothesis testing of the Influence Factors that impact affect to employee retention, a case study in one of the top electricity organization. The most influencing factor was organizational commitment, followed by job satisfaction and organizational culture respectively at significant level of 0.05.

Keywords: Organizational Culture, Job satisfaction, Organizational Commitment, Employee Retention, State Enterprise in Thailand.

Introduction

The energies in Thailand refer not only refer to the power but also include the storages, productions, import, and export of using energy in Thailand. After the economic recession in 1977, Thailand has recuperated from the financial crisis and the energies sector has noticeably increased an average at 3.3 % from 2007 to 2017 in the energy consumption (Eppo, 2020). In addition, the government separates the energy sectors into two segments as a state enterprise and private enterprise. From 2015 to January 2020, the reports of Thailand energy claimed that the energy situation in the economic sector declared that there are the top 4 energy sectors which are fossil fuels 46.1 %, electricity energy 18 %, Biomass, and Biofuel 11.2%, and the last natural gas 6.1 % respectively (Thailand Energy, 2020). And the total final energy consumption in Thailand was 7,783 kilo tons of oil equivalents (Thailand Energy, 2020) which electricity consumption has constant growth. Furthermore, the electric power demand in Thailand is forethought to raise by an average of 3 % to 3.5 % per year through 2019 to 2021 and the next upcoming year (Krungsri Bank, 2019).

The electrical energy is one of the significant powers for living. Not only the transport, telecommunication, agriculture, residential but manufacturing or daily life also must rely on electrical energy. Nowadays, the Thailand government tries to adjust an energy policy Thailand 4.0 which the policy