

Factors Affecting the Failure to Achieve Expected Sewing Efficiency Level in Sri Lankan Garment Industry: with Special Reference to Brandix Apparel Solutions in Wathupitiwala, Sri Lanka

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Sewing efficiency has become the key determinant of the success in the apparel industry in Sri Lanka. This research was built up in a circumstance where this company was running below the targeted sewing efficiency level continuously. The main objective of the study was to explore the factors affecting the poor sewing efficiency of machine operators in Brandix Apparel Solutions in Wathupitiwala. The study followed the quantitative research approach. Here, the researcher selected six factors that affect sewing efficiency such as: working environment, supervision, machine operators' job satisfaction, skills level, level of education and the sewing related experience through the past studies, to test their relationship and effect on sewing efficiency of machine operators in this company. A standardized and validated questionnaire was distributed among 104 machine operators in the company for the primary data collection. These 104 machine operators out of the population of 230 machine operators were randomly selected. The validity and reliability of the questionnaire were tested using Cronbach's alpha and KMO value. Descriptive statistics, correlation and multiple regression analysis were employed as the data analysis techniques. Finally, the study concluded that the working environment, supervision, job satisfaction and skills level positively affected the sewing efficiency of machine operators in Brandix Apparel Solution in Wathupitiwala and also it concluded that machine operators' education level and experience has a positive relationship with their sewing efficiency.

Keywords: Education; Job satisfaction; Supervision; Skill; Sewing Efficiency; Work Environment