

# IMPACT OF PUSH, PULL, AND PERSONAL FACTORS ON TURNOVER INTENTION OF MILLENNIAL EMPLOYEES: A STUDY OF APPAREL AND TEXTILE INDUSTRY IN POLONNARUWA DISTRICT, SRI LANKA

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The apparel sector has a vital place in the economy and it is observed that millennial employees have a high tendency to leave organizations. Millennials are different compared to previous generations by changing their jobs quickly. Even though many studies focused on factors caused for employee turnover, very limited studies have examined how the push, pull, and personal factors impact the turnover intention of millennial employees in the apparel industry. So, the main objective of this study was to explore the impact of push, pull, and personal factors on the turnover intention of millennial employees. The study was based on the quantitative methodology in which a survey method was used to collect data, and the data was collected through a questionnaire. The sample consisted of 325 millennial employees who worked as machine operators in three apparel and textile organizations in the Polonnaruwa district, using a cross-sectional study design and simple random sampling technique. 15 items were measured under push, pull and personal factors and 10 items were measured under the turnover intention. Results revealed that push, pull and personal factors have a positive impact on the turnover intention of millennial employees in the apparel sector. The study recommended that maintaining sufficient pay methods, reducing job stress, providing a positive working environment, etc. can reduce the turnover intention of millennial employees in the apparel sector. The study is advantageous for apparel sector organizations to know about the most affected factors to millennial employees' turnover intention

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