

DE LA SALLE UNIVERSITY

A STUDY ON THE FACTORS
THAT INFLUENCE EMPLOYEE
LONGEVITY IN THE
SOFTDRINK INDUSTRY

Presented to the
Behavioral Science Department
In Partial Fulfillment
For the Course
Behares

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08 AUG 2002



CHAPTER VI

Summary, Conclusion, and Recommendations

I. Summary

The paper was designed to study the factors that affect employee longevity in 2 different softdrink companies. The study utilized an adopted self-administered questionnaire constructed and validated by Michael Beer based on Maslow's hierarchy of needs. This 30 item instrument was administered to the employees of 2 leading softdrink companies in the Philippines wherein subjects chosen were those who have served the company at a minimum of 5 years. Degree of satisfaction was obtained by subtracting the importance mean from the satisfaction mean. A negative score indicates that the group perceives the particular need as not being satisfied, a positive score mean that varying degree of satisfaction exist.

The findings indicate that in general employees from both companies are not satisfied in their needs. The five needs are considered not satisfied, because of the relationship between the Importance dimension and



the satisfaction dimension. Employees of both companies felt that these needs are important to them in general but their satisfaction level are lower than how they perceive it to be important to them. If an individual perceive a need to be important than another. This particular need should be satisfied equally or higher than how an individual see it's importance, to consider the individual's satisfaction.

From this study, employees felt that this five needs are important to them but their satisfaction level appeared at a lower range compared to how they see this need's importance. This clearly shows that the five needs are not satisfied in their present jobs, and does not have a bearing on their stay in the company.

Based on the demographic information of employees, most employees are married and are males. They are in general at the middle age bracket ranging from late twenties to late thirties. Sex and Civil status may have had influence their stay in the company. For both factors shows convincing percentages. For civil status 80% are married and 20% single and for sex 75% are male while 25% are females. Marriage could have influenced their stay in the company and males sticks to their job as compared to females.



II. Conclusion

From the previous chapters discussed, the findings indicated a negative satisfaction level on the highly preceived importance of needs. The five needs indicated in this study did not influence one to stay (5 yrs. minimum) in a particular company. The assumption that these needs motivates an individual in his or her job, influence individuals to join an organization, remain in it, and work toward its objective did not hold true for this particular study. It is therefore concluded that these needs, self-actualization need, security need, social need, autonomy need and esteem need are not satisfied in their present job, and did not influence their stay in the company. Other factors could have had influenced their stay in the company. Like age, wherein workers who are old at age, stayed in the company, for other companies would not accept them anymore. For this study most of the employees are at middle age, ranging from late twenties to late thirties. Sex, wherein males are more stable than females, 75% of the respondents are males and 25% females for this particular study. And Civil status, wherein married worker are more stable than single workers. For this study 80% of the subjects are married and



20% unmarried.

III. Recommendation

The researchers of this study recommends to future researchers the following:

1. Include other factors like physiological need, educational attainment, sex, civil status, age, and position of workers.
2. To have a representative sampling of company's employees by including other members of the company, not only rank and file employees but members of management, like supervisors and managers as well.
3. Include more companies, to make a descriptive result of companies in a particular industry. For this study's findings are only limited to two softdrink companies which are Coke and Pepsi.
4. Have Michael Eer's instrument pre-tested and revised to make it applicable to our local setting.

