

## A STUDY ON IMPACT OF TRAINING ON EMPLOYEE RETENTION AT FACEPREP PVT LTD

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### Abstract:

Employee retention is a critical factor for organizational success, and training plays a significant role in enhancing employee satisfaction and reducing turnover. This study examines the impact of training programs on employee retention at FacePrep Pvt Ltd, Coimbatore, an emerging ed-tech company. The research focuses on how structured training initiatives influence employee engagement, skill development, and long-term commitment to the organization. Using a quantitative research approach, data was collected through employee surveys and HR records to analyze the correlation between training effectiveness and retention rates. Key variables such as training frequency, relevance, feedback mechanisms, and career growth opportunities were assessed. The findings reveal that well-designed training programs significantly improve job satisfaction, reduce attrition, and enhance employee loyalty.

*Keywords* — Employee Retention, Training & Development, Job Satisfaction, Employee Engagement, HR Strategies

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### I. INTRODUCTION

This Employee retention has become a crucial concern for organizations in today's competitive business environment, where skilled talent is a key driver of success. High employee turnover not only increases recruitment costs but also disrupts organizational productivity and morale. One of the most effective strategies to enhance employee retention is through structured training and development programs, which equip employees with necessary skills, boost job satisfaction, and foster long-term commitment. By examining employee perceptions and HR data, the research provides insights into which training strategies are most effective in retaining talent within the ed-tech industry.

The research evaluates how structured mentoring initiatives contribute to employee satisfaction and retention outcomes.

- **To measure the ROI of training investments on retention outcomes**  
This calculates the financial and organizational benefits derived from training expenditures in terms of reduced turnover.
- **To provide data-driven recommendations for training program improvements**  
Based on findings, the study offers actionable strategies to enhance training effectiveness and boost employee retention.

### OBJECTIVES OF THE STUDY

- **To examine the role of mentorship programs in reducing attrition**

### SCOPE OF THE STUDY

This study examines the impact of training on employee retention at FacePrep Pvt Ltd in

Coimbatore, focusing on how skill enhancement and job satisfaction contribute to workforce stability. It explores the relationship between structured training initiatives and employee commitment, emphasizing how effective training can reduce turnover rates within the organization. By analyzing the role of training in fostering long-term engagement, the study provides valuable insights into how well-designed learning and development programs can enhance employee loyalty and drive overall organizational growth.

### NEED FOR THE STUDY

- **To Improve Employee Satisfaction:** Understanding employees' needs and enhancing benefits can increase job satisfaction, resulting in a more motivated workforce.
- **To Boost Employee Retention:** Effective benefits can reduce employee turnover, helping the organization retain skilled and experienced staff.
- **To Enhance Organizational Productivity:** Satisfied employees are more likely to be productive, contributing positively to the organization's growth and success.
- **To Create a Positive Work Environment:** An improved benefits package can cultivate a supportive and engaging work culture, leading to better teamwork and morale.
- **To Align Employee Well-being with Organizational Goals:** Addressing employees' needs helps align their personal growth with organizational development, creating a win-win situation.

### LIMITATIONS

The study on training's impact on employee retention at FacePrep Pvt Ltd in Coimbatore has limitations. It focuses on a single company, making it hard to generalize the findings. Employee responses may be biased, and the study primarily examines short-term effects. External factors like salary and work culture also influence retention but may not be fully considered. A lack of comparison with competitors limits industry insights. Rapid changes in training methods could affect the study's relevance. Lastly, employees may withhold honest feedback due to management influence, leading to biased results.

## II REVIEW OF LITERATURE

**Abbasid and Holman (2022)** in their article "Retention: The real bottom-line. Personnel Management" sought to determine the impact of employee retention on a Software corporation and found that excessive employee retention often engenders far-reaching consequences and at the extreme may jeopardize efforts to attain the organizational objectives.

**Campbell and Baldwin (2021)** in their article "Retention difficulties and skill shortages: an analysis of labour market information in Yorkshire and Humberside", suggest that in many industrialized countries there is a concern that skills shortages and mismatches are appearing in the labour market and that software y makers are aware that retention difficulties and skill shortages may reduce the competitiveness of small and large firms.

**Hassan, S. (2016)** in the study "*Training and Employee Retention: An Empirical Analysis*" explored the link between training programs and employee retention across various industries. The findings indicate that companies prioritizing skill development and career advancement opportunities experience lower employee turnover, as employees feel motivated and valued within the organization.

**Jehanzeb, K., & Bashir, N. A. (2013)** in their study "Training as a Tool for Employee Motivation and Retention" explored the relationship between employee training, motivation, and job satisfaction. Their findings suggest that employees who perceive training as an investment in their career growth are more likely to remain committed to the organization, leading to reduced attrition rates.

**Elnaga, A., & Imran, A. (2013)** conducted research titled "The Role of Training in Employee Job Satisfaction and Retention." This study found that employees who receive regular and relevant training feel more secure in their jobs, which enhances job satisfaction and reduces turnover intentions. Organizations that provide continuous learning opportunities foster a culture of loyalty and professional growth.

**Aguinis, H., & Kraiger, K. (2009)** examined the broader impact of training on organizational performance in their study "*Employee Development and Organizational Success*." Their research highlights that training not only improves individual

competencies but also contributes to overall employee engagement and loyalty, ultimately strengthening employee retention

**Bhatnagar, J. (2007)** in “Talent Management and Employee Retention: The Role of Training” analyzed how training contributes to retaining high-potential employees. The study found that personalized training programs tailored to employee career goals enhance job engagement and reduce the likelihood of employees seeking opportunities.

**Arthur, W., Bennett, W., Edens, P. S., & Bell, S. T. (2003)** conducted a meta-analysis on training effectiveness, titled “The Impact of Training Programs on Employee Retention.” This study found that well-structured training programs significantly enhance employee performance, job satisfaction, and retention. Organizations that invest in continuous learning experience lower turnover rates as employees feel more valued and engaged

### **III. RESEARCH METHODOLOGY**

#### **RESEARCH DESIGN**

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

#### **METHOD OF DATA COLLECTION**

This study is based primarily on primary data collected through self-administered questionnaires. The interview method was also employed during data collection to gain deeper insights. Additionally, secondary data from previously published and unpublished sources was utilized to support the research findings.

#### **SAMPLE SIZE**

The sample size for this study consists of 120 employees working in Face Prep Pvt Ltd.

#### **TOOLS FOR DATA ANALYSIS**

The tools for data analysis will involve descriptive and inferential statistics. Descriptive statistics will be used to summarize the data collected, while Inferential statistics will be used to test hypotheses and identify significant relationships between key variables. The data will be analysed using statistical software SPSS.

#### **PERCENTAGE ANALYSIS**

Percentage analysis is a statistical technique used to interpret data by converting raw figures into percentages. This method facilitates comparisons and provides a clear response regarding work environment, efficiency, and operational strategies.

#### **CORRELATION ANALYSIS**

A correlation analysis will be conducted to examine the relationship between employee benefit programs and workforce performance indicators. The key variables analyzed include Flexible Work Arrangements & Retention Rates, Mental Health Support & Productivity Levels, Financial Wellness Programs & Job Satisfaction, Training Opportunities & Employee Engagement, and Health Benefits & Absenteeism. The analysis will determine the strength and direction of these relationships, helping to understand how each benefit program impacts employee performance and organizational outcomes.

#### **ANOVA**

Analysis of Variance (ANOVA), is used for examining the differences in the mean values of the dependent variable associated with the effect of the controlled independent variables, after taking into account the influence of the uncontrolled independent variables.

#### **SCALING METHOD**

The five point likert scaling has been used for the study. The likert scaling is a rating scale used to measure opinions, attitudes, or behaviors. It consists of a statement or a question, followed by a series of five answer statements. Respondents choose the option that best corresponds with how they feel about the statement or question.

**IV. DATA ANALYSIS AND INTERPRETATION**

**DATA ANALYSIS**

Data analysis is the process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names.

**4.1 PERCENTAGE ANALYSIS**

**Table 4.1.1**

**TRAINING CULTURE FOSTERS EMPLOYEE SATISFACTION AND RETENTION**

TRAINING CULTURE FOSTERS EMPLOYEE SATISFACTION AND RETENTION	RESPONDENTS	PERCENTAGE
Strongly Disagree	27	22.5%
Disagree	20	16.7%
Neutral	19	15.8%
Agree	30	25.0%
Strongly Agree	24	20.0%
<b>Total</b>	<b>120</b>	<b>100.0</b>

**Inference:**

The above table shows that 22.5% of the respondents are said Strongly Disagree about training culture fosters employee satisfaction and retention, 16.7% of the respondents are said Disagree about training culture fosters employee satisfaction

and retention, 15.8% of the respondents are said neutral about training culture fosters employee satisfaction and retention, 25.0% of the respondents are said agree about training culture fosters employee satisfaction and retention, and 20.0% of the respondents are said Strongly Agree about training culture fosters employee satisfaction and retention.

Majority of 25.0% of the respondents are said agree about training culture fosters employee satisfaction and retention

**4.2 CORRELATION**

**4.2.1 HYPOTHESIS STATEMENT**

**H0:** There is no significant correlation between employee experience and the perception that training is well-structured and aligns with job requirements. The correlation coefficient is zero or insignificant.

**H1:** There is a significant negative correlation between employee experience and the perception that training is well-structured and aligns with job requirements. As experience increases, employees may perceive training as less aligned.

**TABLE 4.2.1**

The table shows that the relationship between Experience and Well-structured and aligns with employees job requirements

**Correlations**

		Experience	Well-structured and aligns with employees' job requirements
Experience	Pearson Correlation	1	-.200*
	Sig. (2-tailed)		.028
	N	120	120
Well-structured and aligns with employees' job requirements	Pearson Correlation	-.200*	1
	Sig. (2-tailed)	.028	
	N	120	120

\*. Correlation is significant at the 0.05 level (2-tailed).

**Inference:**

The negative correlation (-0.200) suggests that as employee experience increases, their perception of training being well-structured and aligned with job requirements decreases. This may indicate that experienced employees find the training less relevant to their advanced skills or job roles. Since the correlation is significant at the 0.05 level ( $p = 0.028$ ), the relationship is statistically meaningful, though weak. Organizations may need to tailor training programs to better suit experienced employees' needs to enhance engagement and effectiveness.

**4.1.1 HYPOTHESIS STATEMENT**

**H0:** There is no significant correlation between employee experience and the perception that training is well-structured and aligns with job requirements. The correlation coefficient is zero or insignificant.

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**TABLE: 4.2.2**  
**Nonparametric Correlations**

		Experience	Well-structured and aligns with employees' job requirements
Kendall's tau_b	Experience	Correlation Coefficient	1.000
		Sig. (2-tailed)	-.166*
		N	.027
			120
	Well-structured and aligns with employees' job requirements	Correlation Coefficient	-.166*
		Sig. (2-tailed)	1.000
		N	.027
			120
Spearman's rho	Experience	Correlation Coefficient	1.000
		Sig. (2-tailed)	-.203*
		N	.026
			120
	Well-structured and aligns with employees' job requirements	Correlation Coefficient	-.203*
		Sig. (2-tailed)	1.000
		N	.026
			120

\*. Correlation is significant at the 0.05 level (2-tailed).

**Inference:**

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**ANOVA ANALYSIS**

**4.1.2 HYPOTHESIS STATEMENT**

**H0:** There is no significant difference in monthly income among different groups..

**H1:** There is a significant difference in monthly income among different groups.

**TABLE 4.3.1**  
**Education Qualification vs Leadership and management**  
**Test of Homogeneity of Variances**

Monthly income			
Levene Statistic	df1	df2	Sig.
.695	4	115	.597

Monthly income		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	5.891	4	1.473	.736	.569
	Linear	.133	1	.133	.067	.797
	Termed	.172	1	.172	.086	.770
	Weighted	5.719	3	1.906	.953	.418
Within Groups		230.101	115	2.001		
Total		235.992	119			

**Inference:**

From the above analysis, we find that calculated value of the F-value is a positive 238.546 value, so H1 accept. Since the P value 41.889 is less than < 0.05 regarding there is a significant relationship between monthly income and sufficient support to trainers in improving training effectiveness.

**4.1.3 HYPOTHESIS STATEMENT**

**H0:** There is no significant relationship between monthly income and sufficient support to trainers in improving training effectiveness

**H1:** There is a significant relationship between monthly income and sufficient support to trainers in improving training effectiveness.

**TABLE4.3.2**

**Monthly income and sufficient support**

Monthly income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Strongly Disagree	25	2.88	1.481	.296	2.27	3.49	1	5	
Disagree	19	3.42	1.170	.268	2.86	3.98	1	5	
neutral	25	3.40	1.443	.289	2.80	4.00	1	5	
Agree	29	2.97	1.500	.278	2.40	3.54	1	5	
Strongly Agree	22	3.23	1.378	.294	2.62	3.84	1	5	
Total	120	3.16	1.408	.129	2.90	3.41	1	5	
Model			1.415	.129	2.90	3.41			
Fixed Effects									
Random Effects				.129 <sup>a</sup>	2.80 <sup>a</sup>	3.52 <sup>a</sup>			-.022

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing these random effects measure.

**Inference:**

From the above analysis, we find that calculated value of the F-value is a positive 238.546 value, so H1 accept. Since the P value 41.889 is less than < 0.05 regarding there is a significant relationship between monthly income and sufficient support to trainers in improving training effectiveness.

**V FINDINGS**

1. There is a significant relationship between training and employee retention, showing that well-structured training programs help reduce employee turnover.
2. Lack of proper training support and resources leads to dissatisfaction among trainers, impacting the quality of training sessions.

3. Many trainers feel that training programs are not fully aligned with job requirements, reducing their effectiveness.

4. Employees who receive regular training feel more confident and engaged in their roles, contributing to higher job satisfaction.

## **VI SUGGESTION**

To improve training effectiveness and employee retention, the organization should ensure that training programs are well-structured and relevant to job roles. Providing trainers with adequate resources, constructive feedback, and professional development opportunities will enhance training quality. Encouraging innovative teaching methods and interactive training sessions can make learning more engaging and effective. Recognizing trainers' contributions through rewards and career advancement opportunities will boost motivation. Additionally, leveraging technology and digital tools can improve training delivery and knowledge transfer.

## **VII CONCLUSIONS**

Training plays a crucial role in employee retention by enhancing skills, confidence, and job satisfaction. While the organization has made efforts to provide effective training, there is a need for better support, career growth opportunities, and resource allocation. By improving training programs, offering recognition, and ensuring alignment with job roles, the organization can foster a more motivated and committed workforce. Investing in structured and engaging training programs will not only benefit

employees but also contribute to overall organizational success.

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