

Abstract

Title: Employees' attitude toward retaining employee in Organizations: A case study of SMEs in Xinxiang city of China
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This research aims to explore employees' attitude toward retaining employee in Xinxiang city of China. 378 respondents participated in this research. Convenience sampling techniques was adopted in the selection process.

Result highlights that the majority of respondents are males (66.4%). Most of respondents are married (86.2%) and have education below undergraduates (85%). The majority of these employees earn less than Baht 15,000 per month (76.7%). Most of employees are worked in 50—100 people of SMEs.

In terms of factors influencing retaining of employees, they were found that group factor is regarded as the most important factor ($\bar{x} = 3.84$) followed by organizational factor ($\bar{x} = 3.67$) and individual factor ($\bar{x} = 3.29$) respectively. Specifically, the influential sub-factors within the group factor include unfair distribution ($\bar{x} = 3.73$); unequal treatment of supervisors ($\bar{x} = 3.76$); self of belonging to the group ($\bar{x} = 3.60$); and unfair evaluation of supervisors ($\bar{x} = 3.75$) respectively. The sub-factors of organization factor that influence retaining of employees include salary ($\bar{x} = 3.39$); compensation ($\bar{x} = 3.39$), and financial of the company ($\bar{x} = 3.52$) respectively.

It is recommended that the Xinxiang's SMEs organizations should specifically focus more on the development of group work in certain areas, for examples, unfair distribution, unequal treatment of supervisors, self of belonging to the group and unfair evaluation of

supervisors. This is because these sub-factors of group factor were found as the most importance that influence retaining of employees. Leaders of SMEs in Xinxiang city should pay specific attention on salaries of employees and the stability of the company.

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