

Impact of Perceived Satisfaction of Reward System on Intention to Retain: A Study of Z – Generation Operational Level Employees in ABC Printing Company in Sri Lanka

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This research aims to identify the impact of the perceived satisfaction of the reward system on the intention to retain Z Generation operational level employees in ABC printing company in Sri Lanka. In addition to that, this study intends to contribute to filling the knowledge gap by looking into the relationship between the reward system and the intention to retain Z-generation operational-level employees. However, there is enough literature around the world on the perception of reward systems and the intention to retention. There is less research context in Sri Lanka to identify the impact of perceived satisfaction of reward system on intention to retain, especially regarding the Z generation operational level employees. This study mainly explored the relationship and examined the influence of perceived satisfaction of extrinsic reward and intrinsic reward on the intention to retain. The research was conducted using a survey research strategy and quantitative research method. Generation Z operational-level employees of ABC Printing Company were chosen as the population of the study. The sample size was 130, data collection was done through a standard questionnaire and simple random sampling technique. A Google form was created and distributed to collect data. The number of employees who responded was 128 among 130 employees. Statistical Package for Social Science (SPSS), version 23.0, was used as a data analysis tool and descriptive and inferential statistics were used to analyze data. The results indicate a significant, positive impact of extrinsic and intrinsic rewards on the intention to retain Z generation operational level employees at ABC printing company.

Keywords: *Reward system, Intention to retain, Generation Z, Extrinsic reward, intrinsic reward*

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