

**THE IMPACT OF MOTIVATIONAL METHODS AND EMPLOYEE RETENTION
ON ORGANIZATIONAL PERFORMANCE: A CASE STUDY IN UNGUJA
REGIONS ZANZIBAR**

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REG NO.KUMHRM/21612T/INS

**A RESEARCH PROPOSAL SUBMITTED TO GRADUATE SCHOOL IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER DEGREE
IN HUMAN RESOURCE MANAGEMENT OF KAMPALA UNIVERSITY**

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DECLARATION A

I declare that to best knowledge the proposal titled The impact of motivational methods and employee retention and organizational performance. A case study in Unguja regions, Zanzibar is my own work at has not been submitted before to my other university or institution of learning.

Signature.....

NAME: MPAJI MRISHO JUMA

DATE :.....

DECLARE B

“Reconfirmed that work reported in this proposal was carried out by the candidate under my
supervisor”

Name and signature of supervisor

APPROVAL

The proposal entitled the impact of motivational methods and employee retention on organizational performance. Case study in Unguja regions in Zanzibar, Tanzania has been done under my supervisor.

Signature

{Supervisor}

Date:.....

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ABSTRACT

This study investigates the impact of motivational methods and employee retention on organizational performance through a comprehensive multinomial logistic regression analysis. Our analysis encompasses four key variables: the region of residence, education level, age, and income level of employees, shedding light on their differential impacts on employee retention. The findings highlight the significance of considering these variables when formulating retention strategies and workplace policies.

The study's finding underscores regional disparities in employee motivations. Employees in Mjini Magharibi are notably more inclined to cite family and personal reasons for leaving their jobs compared to their counterparts in other regions. This suggests that regional nuances significantly influence the work-life balance and personal priorities of employees. The study findings reveal the role of education and age in employee retention. Employees with secondary education are more likely to attribute their departure to health issues, emphasizing the importance of offering accessible health education and resources for all educational backgrounds. Also, the study finding addresses income disparities. Employees with higher incomes are more inclined to leave their jobs due to financial insecurity, emphasizing the need for competitive compensation packages and financial incentives.

This study offers a comprehensive understanding of the intricate factors affecting employee retention, including regional variations, educational backgrounds, age-related concerns, and income levels. The recommendations provided can guide employers in crafting effective retention strategies and policies, ultimately fostering a satisfied and committed workforce.