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MAJOR DETERMINANTS OF SITE LEVEL LABORS RETENTION: THE CASE OF DIRECT SKILLED LABORS OF SRI LANKA

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Abstract: Labor is an important resource in the construction industry, since it combines other resources: namely materials, plant and equipment, and finance in order to produce construction products. Labourers should be motivated to remain at Construction Company to positively contribute towards the profitability. Labourers tend to leave, as they are no longer satisfied with the construction site, with the idea of low job satisfaction. The aim of this study was to proposed labourers' retention strategies for retain the direct skilled labourers in the construction site level in Sri Lanka. An overall view of the nature of the direct skilled labors, most critical dissatisfied factor determinants of their high turnover. The corrective measures for retention of them were identified based on the literature review and an outcome of the questionnaire survey based on the literature findings. The five-point scale ranging from 1 (not important) to 5 (extremely important) was adopted, and transformed to relative importance indices (RII) for identify importance of each factor. Questionnaire survey findings were analyzed from Related Important Index (RII) method and identified highest ranked eleven (11) determinants. In accordance to the dissatisfied factors majority of the Sri Lankan skilled direct labourers are displayed dissatisfaction at construction sites. Though, over to the above dissatisfaction determinants skilled direct labor is predicted to have tendency of leaving construction sites and as a result there may be a labour shortage. In order to avoid these circumstances, the establishments should take note of skilled labourers dissatisfaction and take appropriate action to remedy it.

Keywords: Construction Projects, Direct skilled laborers, Retention, turnover