Report On

“Factors Influencing Job Satisfaction and Turnover Intension in BRAC BANK PLC”

Submitted by

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Roll-20264034

Major: Human Resource Management

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Master of Business Administration

BRAC Business School

BRAC University

November 2024

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature

Rose Mery Dhaki

Student ID:20264034

Supervisor's Full Name and Signature

Dr. Tarnima Warda Andalib

Assistant Professor, BRAC Business School

Brac University

Letter of Transmittal

Dr. Tarnima Warda Andalib

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: "Internship Report on Factors Influencing Job Satisfaction and Turnover Intension in BRAC BANK PLC.''

Dear Mam,

It is my pleasure to present my internship report, "Internship Report on Factors Influencing Job Satisfaction and Turnover Intention in BRAC BANK PLC." This project helped me understand the magnitude of the future banking system and provided me with both academic and real-world experience.

I sincerely appreciate your invaluable advice and unwavering attention to me when I needed it to complete this report. I would greatly appreciate it if you could give your valuable opinion and approve this report.

I have completed the report in the most condensed and thorough way possible, including the necessary information and suggested ideas. Hope It will deliver the proper response to your requirements.

Sincerely yours,

Rose Mery Dhaki

ID-20264034

Non-Disclosure Agreement

This agreement is made and entered into by and between BRAC Bank PLC and the undersigned student at Brac University Rose Mery Dhaki.

Acknowledgment

First of all, thanks to God for help me to accomplish this report. My sincere appreciation goes out to everyone who helped with the preparation of this paper, both directly and indirectly.

I am thankful to a lot of people for helping me finish my internship report. I express my gratitude to BRAC Bank PLC and the School of Business at BRAC University for providing me with the internship opportunity. Throughout the internship and the writing of this report, I have gained a great deal of experience.

I am grateful to **Dr. Tarima Warda Andalib**, a lecturer at BRAC University's Business School and my internship supervisor, for helping me to work on this fascinating topic for my internship paper. I firmly feel that they will help me greatly in developing my future professional career and making me more professional.

Finally,I also want to express our gratitude to the employee of the company we chose, whose insightful input enabled us to finish the report's analysis.

Executive Summary

This report explores the factors affecting employee satisfaction and turnover intention at BRAC Bank PLC. It aims to identify the key elements that contribute to overall job satisfaction and the reasons behind employees' intentions to leave the organization.

The study employs a mixed-method approach, gathering data through employee surveys, interviews, and analysis of internal HR records. Factors such as work environment, compensation, career development opportunities, management support, and work-life balance are examined to assess their impact on employee satisfaction and turnover.

Key findings indicate that a positive work environment, fair compensation, and clear career growth opportunities significantly enhance job satisfaction among BRAC Bank employees. Conversely, high turnover intentions are linked to factors like job stress, lack of recognition, and inadequate work-life balance.

The report concludes by suggesting strategies for BRAC Bank to improve employee retention, including implementing wellness programs, enhancing recognition systems, and providing better career development opportunities. These recommendations aim to help BRAC Bank strengthen its human resource practices, resulting in higher job satisfaction and reduced turnover intentions.

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Name: Rose Mery Dhaki

ID:20264034

Program: MBA

1.2 Internship Information

1.2.1 Company Information

Company Name: BRAC Bank PLC

Division: Alternate Banking Channel

Address: Sepal platinum tower, 247/248 Bir Uttam Mir Shawkat Sarak, Dhaka 1208

1.2.2 Supervisor Information

Kazi Sadia Afrin

Associate Manager

BRAC BANK PLC

Internship Objective

To gain practical experience and develop skills internships help me build a foundation for a future career. I gained knowledge and real-world experience and developed strong communication skills. This internship provides me with valuable insight into the industry.

The internship offers the chance to put the concepts into practice and observe the effects of the established concepts. Another objective of the internship is to put established ideas, models, and concepts learned throughout academic life into practice.

1.2.3 Job Description and Responsibilities

In BRAC Bank PLC, I have been selected for Alternate Delivery Channel as a Guest Service Executive in Call center Department. This role is vital in maintaining the bank's customer satisfaction levels and building strong relationships with clients through effective communication and problem resolution.

A Call Center Representative in a bank plays a crucial role in delivering exceptional customer service and ensuring customer satisfaction. It becomes the primary point of contact for customers, answering questions, resolving difficulties, and offering information about the bank's products and services. Below is a detailed job description for this role:

Customer Interaction:

- Answer incoming calls from customers promptly and professionally.
- Respond to customer inquiries regarding account balances, transactions, loan information, credit card details, and other banking services.
- Address customer concerns, and complaints, and resolve issues efficiently while adhering to bank policies.

Product and Service Information:

- Provide detailed information about the bank's products, services, and promotions.
- Educate customers on digital banking solutions, such as mobile banking, online banking, and ATM services.

Transaction Processing:

- Assist customers in processing transactions such as fund transfers, bill payments, and credit card payments over the phone.
- Handle account-related requests, including account openings, closures, and updates to personal information.

Problem Resolution:

- Troubleshoot and resolve issues related to banking services, such as failed transactions, unauthorized charges, or service disruptions.
- Escalate complex problems to relevant departments when necessary and follow up to ensure resolution.

Cross-Selling:

- Identify customer needs and cross-sell appropriate financial services and products, like savings accounts, loans, and credit cards.
- **Compliance and Security:**
  - Adhere to bank policies, procedures, and compliance regulations during all customer interactions.

- Verify customer identities using appropriate security protocols to prevent fraud and protect customer information.

Record-Keeping:

- Accurately document customer interactions, transactions, and issues in the bank's customer relationship management (CRM) system.
- Maintain logs of all calls and provide reports as needed for performance tracking.

Customer Feedback:

- Gather customer feedback on banking services and report recurring issues or suggestions to management for service improvement.

- **Patience and Empathy:** Ability to handle difficult situations calmly and provide empathetic support to customers.
- **Attention to Detail:** Keen attention to detail for accurate data entry and compliance with banking protocols.

1.3 Outcomes of the Internship

1.3.1 Students Contribution to the BRAC BANK PLC

As an intern at BRAC Bank PLC I worked in the Call center Department I had an excellent chance to collaborate with some of the talented and energetic bank officers. I am assigned to work Alternate Delivery Channel as a Guest Service Executive in the Call center Department. As a Call Center Representative build up a strong relationship with clients and provide customer service.

I Provide detailed information about the bank's products, services, and promotions and also resolve issues related to banking services. I learned from my line manager how to communicate with customers and how to use all systems in a short time.

1.3.2 Student Benefits at BRAC BANK PLC

During my internship at BBLPLC, I discovered how companies operate while upholding their ethical standards. I am very enjoying this department and love to learn new things about my position. For this position, I have the opportunity to create a great impact on all of the departments of BBPLC business. I learned a lot about how organizations operate. Because of my department, I have faced various kinds of new challenges which I face with the help of my line manager. It helps me to enhance my knowledge. Because of that knowledge, I have created a greater impact on my job sector.

Chapter 2:Overview of BRAC BANK PLC

BRAC Bank PLC started its journey in 2001 unlike any other commercial bank. Sir Fazle Hasan Abed established BRAC BANK PLC, one of the biggest non-governmental organizations in the world, in 1972.Providing a broad range of account management services is the Bank's main priority. The Bank's goal is to enable large-scale production and mass consumption by offering mass financing, which will ultimately aid in Bangladesh's development. BRAC Bank PLC has begun its new path with great vigor and leadership. Expanding large firm loans to customers in middle- and small-markets, as well as prospective startups, has also been a top priority for the bank.

Distribution network of BRAC BANK

Branch	187
Sub Branches	40
Agent Banking Outlate	1101
SME unit Offices	512
ATM	329
RCDM	68
CRM	52

In comparison to the EPS of 2023, the Earnings per share (EPS) of BRAC BANK PLC in 2022(BDT 6.28, 83.09%) nearly doubled, and the Return on Asset also increased.
Furthermore, there has been a notable reduction in the ratio of cost to income. BRAC Bank Limited embarks on its mission with a three-fold philosophy: People, Planet, and Profit.

As a performance-driven organization, BRAC Bank bases all of its decisions and actions on its core values. The Global Alliance for Banking on Values (GABV) has only one member from Bangladesh. The Global Alliance has up to USD 100 billion in total assets under management, with 40 financial institutions serving 20 million consumers across Asia, Africa, Australia, Latin America, North America, and Europe. It has been supported by a network of 30,000 professionals.

BRAC Bank PLC has maintained its position as the industry leader in SME business during the years. It has contributed significantly to overall socioeconomic growth by disbursing more over BDT 350,000 million to SME borrowers nationwide since its inception. Additionally, in order to diversify the portfolio and meet the entire range of potential markets' banking demands, the emphasis has recently increased on retail and corporate enterprises.

BRAC Bank is rapidly moving forward to become the best bank in the nation in the years to come, having established this solid basis on the faith and confidence of over 1.5 million clients. In the mobile banking sector, bKash, a subsidiary of BRAC Bank PLC, has become a household name. With over 100,000 agents nationwide, bKash currently serves over 25 million consumers and is present in every hamlet in the nation. BRAC Bank has officially certified to ISO 27001:2013. After meeting the regulatory requirements, they are now the first local bank to receive this certification, making them an example in the financial industry.

2.2 Mission OF BRAC BANK PLC

BRAC BANK PLC is dedicated to respecting globally accepted banking and accounting standard s in addition to professional and moral business practices.

Every professional at BRAC Bank needs to exhibit a strong desire for success, a strong commitm ent to exceeding expectations, a drive to perform at the highest level, and a passion to achieving excellence in all of their tasks.In order to improve its business procedures and hold onto its positi on as the industry leader, BRAC Bank PLC is dedicated to always learning from its clients and industry peers around the globe.The Bank is committed to going above and beyond with energy and compassion to assist its clients and resolve issues, guaranteeing their prosperity and allegian. BRAC Bank sets high standards for itself, works hard to meet them, and does not accept failure.

2.3 Vision of BRAC BANK PLC

BRAC BANK PLC aims to enhance the involvement of various participants in the Bangladeshi economy by offering top-notch banking services. The bank intends to accomplish this goal by expanding the reach of economic prospects for all people and companies in Bangladesh, particularly those currently underserved, spanning from rural to urban areas. BRAC Bank upholds the belief in mutual advantages, where the bank's success is intertwined with the success of its clients. The pursuit of profit and developmental objectives complement each other. The goal is to enhance the capacity of underserved individuals and businesses to grow their assets and tap into market opportunities, thus improving economic prosperity for all Bangladeshis and also leading to increased profitability for the bank.

The goal of BRAC Bank is to become the leading company in the Bangladeshi market. The bank intends to demonstrate that a locally held business can provide full-service banking that is modern, courteous, and efficient while still turning a profit. In order to sustain the activities of BRAC, the bank's principal shareholder, it seeks to make money and pay dividends. BRAC Bank wants to support Bangladesh's development by providing broad funding to enable large-scale production and consumption. The bank's goals align with those of BRAC, emphasizing social financing, mass manufacture, and mass consumption as important forces behind poverty alleviation and national growth.

2.4 : Product & Service of BRAC Bank PLC

At the moment, BRAC Bank PLC. is concentrating on many financial activity areas.

- SME Banking
- Retail Banking
- Card Service (Credit & Debit)
- Foreign Exchange & Related services
- Wholesale banking and Custodial Service
- Probashi Banking

The subsidiaries of BRAC BANK are:

- BRAC EPL Investment Limited
- BRAC EPL Stock Brokerage Limited
- bKash (Mobile Banking Service) Limited
- BRAC Saajan Exchange Limited
- BRAC IT Service Limited

Benefits to Employers:

Payroll management, multi-location salary, salary upload, and payroll management information systems are among the services provided by BRAC Bank PLC. A combined check for the entire salary amount and a breakdown of employee payouts in both soft and hard copy formats are needed in order to use the Salary Upload feature. The remainder will be handled by BRAC Bank PLC. Salary distribution across the BRAC Bank network is made possible by the Multi-Location Salary functionality. Payroll MIS produces concise and clear standard reports for business clients. Employees have access to 24-hour banking via ATMs and online banking in addition to conventional retail banking services. In an emergency, a payday overdraft is available upon request and is deducted from the employee's next month's pay.

Cash Management Services: BRAC Bank has developed the national Collection Services (NCS) to help companies fulfill their nationwide collection needs by offering quicker access to funds in a cost-efficient way.

Cash Collection Services: On request, BRAC Bank can set up a Drop Box at a customer's office for the deposit of checks or any other instructions; a bank representative will visit the client's office daily to clear the box. BRAC Bank Cash Collection Services entails the direct collection of cash from clients' offices or business premises; the entire process is coordinated with executive logistic services.

Probashi Banking : In search of a better living and the long-term prosperity of our country, our labor makes great sacrifices by working overseas, far from their friends, family, and the comforts of home. To satisfy these remitters' banking requirements, BRAC Bank offers Probashi Banking services. Under Probashi Banking, BRAC Bank currently provides remitters with six services. The following provides specifics on these goods and services**:**

- Probashi Current Account- This account is a great choice for Bangladeshi expatriates who, for religious reasons, would rather not earn interest. It is appropriate for routine transactions because it comes with an ATM card and checkbook. For Probashi Bangladeshis, the Probashi Savings Account is ideal for saving because it comes with an ATM card and checkbook, and it pays interest every two years in June and December. Taka money is used to maintain the accounts. For Probashi clients only, the Probashi DPS is a savings plan that requires a minimum monthly payment of Tk. 500.00 or any multiple of that amount. The savings account comes with a personalized checkbook. On the due dates, earnings credited to the savings account will be automatically transferred, and up to 90% of the deposited amount may be used to get loans.
- Probashi Fixed Deposit- Depositors can invest their funds in a fixed deposit account for a predetermined period of time, which raises the interest rate. Fixed deposits have maturities ranging from three months to three years, and interest is paid out at a competitive rate. Taka is used to denominate the accounts. Probashi Abiram: This kind of fixed deposit is intended for foreigners looking for monthly returns. If a person has enough money, they can convert it into a fixed deposit, which will automatically credit their savings account with interest each month for a period of one to three years. This is especially appropriate for those who want to pay off their DPS installments. Every account is valued in Taka. For non-resident Bangladeshis, the Probashi Shubidha (NRB Beneficiary) Account allows the remitter to open an account on their behalf.

2.5 :Credit Rating

The Credit rating Agency of Bangladesh Limited (CRAB) has finished grading BRAC Bank Limited. The CRAB has confirmed the "AAA" rating for the long term and the "ST-2" grade for the short term based on the financial statements dated December 31, 2022, and 2013.

2.6 : Management of BRAC Bank Limited

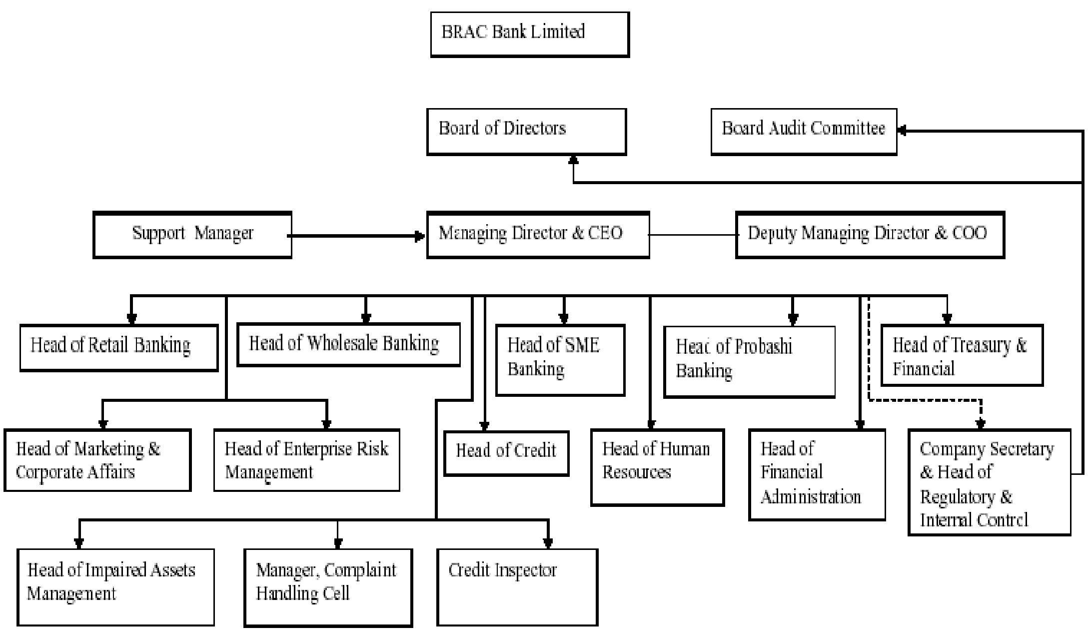
The Board of Directors of BRAC Bank Limited includes:

Name	Position

Meheriar M Hasan	Chairperson
Mr. Faruq Mayeenuddin Ahmed	Vice Chairperson
Mr. Selim R. F. Hussain	Managing Director & CEO
Asif Saleh	Nominated Director
Ms. Farzana Ahmed	Independent Director
Dr. Zahid Hussain	Independent Director
Mr. Salek Ahmed Abul Masrur	Independent Director
Ms. Lila Rashid	Independent Director

Organizational Structure:

The commercial bank that is growing the fastest, BRAC Bank PLC, has a well-organized and efficient organizational structure. One of the two reporting channels for BRAC Bank PLC goes straight to the MD, while the other goes to the DMD.



Organizational Structure

2.6 : Objective of BRAC Bank PLC

BRAC Bank PLC has specific and targeted objectives aligned with its vision and aimed at establishing itself as a distinctive bank in people's minds. The objectives of BRAC Bank Limited are outlined below:

- Establishing a solid rapport with customers through honesty and excellent service.
- To creating an honest, open and enabling environment.
- To respect and esteem individuals and base choices on their merits.
- To strive for profit & sound growth..
- To cooperate in order to fulfill our owners' best interests.
- Must never give up on improving and innovating business.
- To base rewards and recognition on performance.
- To be accountable, reliable, and compliant with the law in everything we do.
- To mobilize the funds and distribute them as an advance or loan, as authorized by the business.

Chapter 3: The literature review

This chapter aims to provide a comprehensive explanation of why employees quit different commercial banks in our country and around the world, as well as their job happiness. Also discussed are the factors that influence employees' job happiness and intention to quit. By looking at the theoretical and empirical literature, it also fills in the research gap.

Job Satisfaction

Job satisfaction, which is mostly dependent on one's personal opinion, is the contentment one feels about their work. Their capacity to finish assigned duties, internal communication, and management's treatment of staff members can all have an impact on this sentiment. Affective job satisfaction, or an individual's emotional reaction to their work in general, and cognitive job satisfaction, or how content employees are with certain elements of their work, including compensation, benefits, and working hours, are the two categories of job satisfaction.

People's attitudes and ideas about their work determine their level of job satisfaction. Job satisfaction is shown by positive and favorable views toward the work. Job discontent is indicated by negative and unfavorable views regarding the job (Armstrong, 2006). The pleasure, contentment, and enjoyment that come from one's job are known as employee job satisfaction. Employee satisfaction with their employment is more important than compensation or perks (Asegid et al., 2014).

Turnover Intention

The intention of employees to quit their position is known as turnover intention. Intentional turnover hinders an organization's ability to accomplish its goals, which leads to a decline in overall improvement, poor customer service, and a negative psychological impact on the remaining staff (Ayinde & Adegoroye, 2012). According to Cho and Lewis (2012), turnover intention appears to be a reasonable estimate of actual turnover.

Employee Turnover

The opposite of retention, turnover is the proportion of workers that leave the company for whatever reason (Phillips and Edwards, 2009). Total turnover, according to Phillips and Edwards (2009), is calculated by dividing the total number of employees who leave the company within a specific time period by the average number of employees during that same period. There are two types of employee turnover: involuntary turnover is started by the company, whereas voluntary turnover is started by the employees themselves (Noe et al., 2003). Voluntary turnover has been taken into consideration for this study in order to determine the causes of that.

SL No.	FACTORS	QUOTES BY AUTHORS	AUTHORS
1	**Job Satisfaction**	1. Job satisfaction is shown by positive and favorable views toward the work. Job discontent is indicated by negative and unfavorable attitudes toward the job. 2. The emotions that workers get from their profession itself are more important than the compensation or perks.	1. Armstrong, 2006 2. Asegid, et al., 2014
2	**Turnover Intention**	1. While the corporation starts involuntary turnover, employees start voluntary turnover. 2. For actual turnover, turnover intention appears to be a reasonable estimate.	3. Ayinde and Adegoroye, 2012 4. Cho and Lewis, 2012
3	**Employee Turnover**	1. Turnover is estimated by dividing the total number of departing employees by the average number of employees over a specific time period. 2. Employees begin voluntary turnover, whereas the company initiates involuntary turnover.	1. Phillips and Edwards, 2009 2. Noe, et al., 2003

3.1 Variables for Research

To quantify turnover rates, assess work satisfaction levels and the factors that influence them, and look into the relationship between job satisfaction and turnover, the research selects a number of variables from published publications on the same subject. Here is a list of the particular variables:

1. Age
2. Gender
3. Remuneration
4. Working environment
5. Benefits on the fringe
6. Equality of remuneration
7. Relations with co-workers and supervisor
8. Work load and stress
9. Goals for a career
10. Personal reasons

3.2 : Research Methodology:

Research strategy:

Choosing a research approach for the study is crucial since it will establish a framework for data collection and analysis. Strategies come in a variety of forms, including case studies, surveys, and experiments. I collected a certain amount of data from different sources, collecting articles and analyze them. I also go through the different types of annual reports, documents, and old records to find data that is helpful for the reports. Find out the required information on the whole HR functions of the companies.

Data Collection:

Quantitative Analysis:

I have used statistical software, such as SPSS, will be used to analyze survey responses and quantitative data. The survey was used as a form of data collection because surveys are seen to be an acceptable instrument for gathering quantitative data.

Survey design:

This survey is well-designed and laid up to make it simple for respondents to express their feelings. The predetermined approach was utilized to design the questionnaire items for the final with survey instrument used in this study. The questionnaire was designed to be as user-friendly as feasible in order to increase respondents' attention and prepare insightful questions. Even double-barreled, negative, and negative questions were avoided extra care. As a result, responders are able to provide accurate answers with ease and refrain from rejecting them.

Survey Population:

A total of 30 current employees from the head office, 10 past employees of BRAC BANK PLC, and 10 employees from the BRAC Bank branch office were the subjects of the study. Job satisfaction and intention to leave were the dependent variables under investigation, whereas the independent factors were compensation, benefits, advancement, career goals, type of work, and relationships with coworkers and superiors.

Chapter 4 : Findings

4.1 : Job satisfaction and Turnover intension:

The findings of the survey show notable differences in the percentages of people who intend to leave depending on age and gender, among other demographic characteristics. Additionally, there are discernible variations in job satisfaction levels based on elements including the workplace culture, connections with coworkers, and career goals. Additionally, the study found that age group, work satisfaction, and intention to leave were strongly positively correlated.. The results of the current study show a significant negative correlation between intention to leave and work satisfaction.

The high level of job pressure was the main factor cited as the cause for considering leaving. According to the survey's findings, most participants said that work-related stress was the main reason they decided to quit the company. Furthermore, the Global Benefits Attitudes survey found that high levels of stress among employees considerably raise workplace disengagement levels. More than half of those with high stress levels reported feeling disconnected, according to the study, which involved 22,347 workers in 12 nations, including the US and the UK. High levels of job pressure therefore result in decreased productivity.

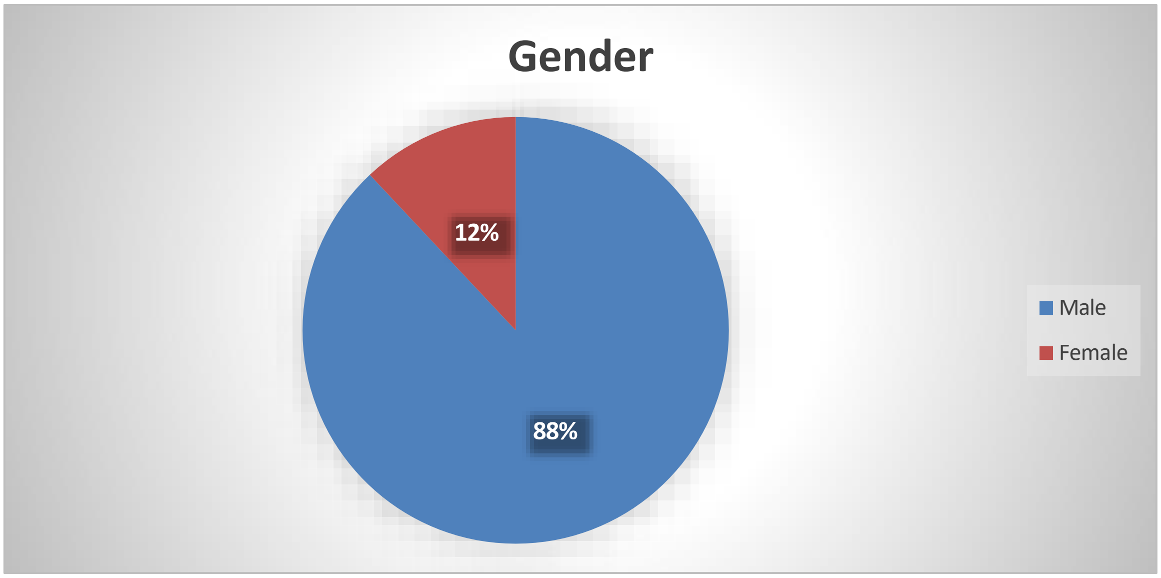
It is anticipated that job insecurity will primarily have a negative impact on absenteeism, performance, and turnover intention; work attitudes are thought to have an influence on these effects. However, the study conducted at BRAC BANK suggests that job security has a moderate influence on turnover intention.

In BRAC BANK PLC, the amount of payment has a significant impact on employees' intentions to leave. Higher salary has a major impact on the intention to leave. According to research, coworker relationships and personal problems have little influence on quitting BBPLC. According to 80% of participants, the most significant variables influencing employee turnover include severe workloads, greater remuneration, flexibility in emergency situations, and flexibility in pursuing career aspirations.

According to the Gender Turnover Rate:

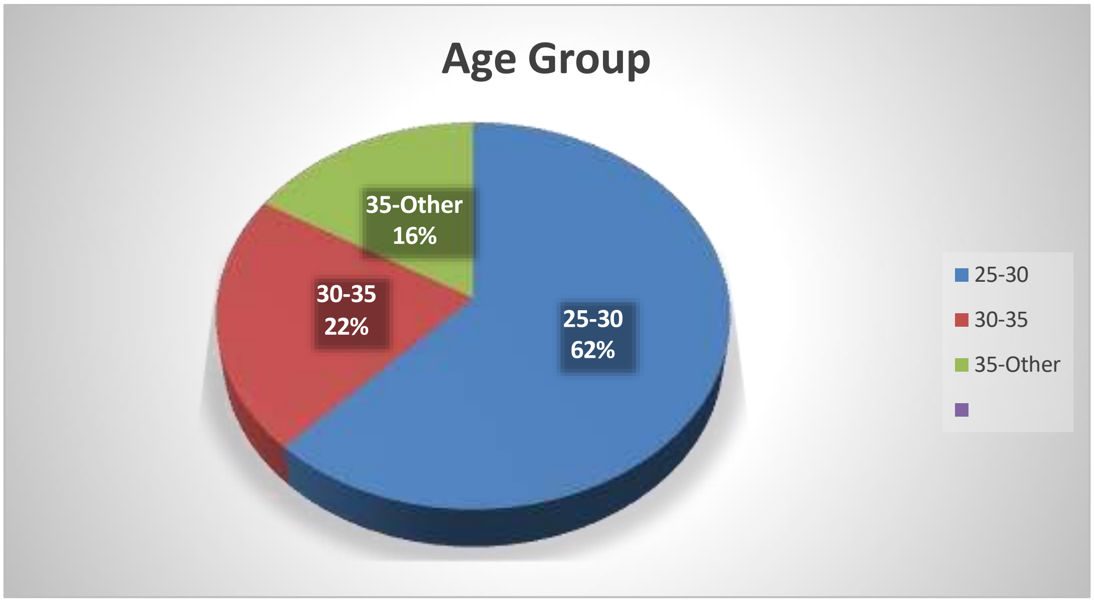
Male	79%
Female	21%

The table above indicates that BRAC BANK PLC has a high employee turnover rate for male employees and a relatively low turnover rate for female employees. Nearly 79 percent of the male employees who were hired in the last several years voluntarily left the company. The current study's findings indicate that job satisfaction and gender differed significantly.



Age Groups and Intention to Leave:

In BRAC BANK PLC, the age group with the largest turnover is 25–30 years old. According to the report, employees between the ages of 25 and 30 are more likely to leave the company for a variety of reasons.



4.2 : Implication of the study

The study showed that among BRAC BANK PLC workers, job satisfaction and intention to leave were negatively correlated. Reduced intention to leave is linked to higher job satisfaction. As a result, people who are happy in their occupations have a positive attitude toward their work, whereas people who are unhappy in their jobs have a negative attitude. According to this, contented workers are more likely to remain in their existing roles, which boosts organizational output. Therefore, it is anticipated that increasing job happiness will lower employee attrition and greatly increase productivity. Decisions about future human resource planning and employee welfare may be based on these findings.

4.3 Purpose of the study

This report's goal is to determine the answers to a number of questions about job satisfaction and unhappiness among employees. Employees' inclination to leave has a negative effect on the company. First of all, the company loses important workers who were trained and prepared for the workplace when they depart for better possibilities or personal reasons. The company now invests a significant amount of time and resources in educating staff members to handle the bank environment, perform better, and learn about the banking sector. Therefore, a high employee turnover rate will lead to a bank account deficit. The organization will be unable to reap the benefits of its investment in its workforce since the time and resources invested in them will be in vain. Second, a bank must hire more individuals to fill open jobs when the turnover rate is high. There Are two types of expenses arise from that –

- Pre recruitment cost
- Post recruitment cost

Costs associated with pre-recruitment include, for instance, informing potential applicants that your company has open positions. Additionally, the expenses related to administering the chosen candidates' tests, include creating the test questions, reviewing the script, reserving a space for the test, and, lastly, the interview with the qualified applicants. Creating joining packages, training plans, and other initiatives are examples of post-recruitment expenses. Therefore, if the reasons for the intention to leave can be identified, the organization can address them and lower the turnover rate, which will ultimately benefit the bank by lowering bank expenses and attracting more skilled and productive workers. In light of this, the main goal of this research is to determine the factors that influence employee turnover intentions and job satisfaction in order to reduce the turnover rate.

Suggestions and Recommendations:

In the current knowledge-based economy, individuals are seen as the most valuable resource of a company, and the departure of talented and skilled employees can incur significant costs. During a panel interview at Bloomberg, Laszlo Bock, Google's SVP of People Operations and the author of the new book 'Work Rules,' stated that the majority of companies lack the knowledge of how to retain their top employees. He believes that employees remain with a company for two primary reasons:

The quality of the people they work with:

It's crucial to prioritize hiring with high standards, as emphasized by Blcok. As a result, whether it's for a senior role or another position, individuals involved in the recruitment process should undergo screening based on the standards set by the prospective employer and employee.

The feeling that the work they do is meaningful:

According to Bock stated that in today's world, individuals desire to achieve more than simply making money. They seek recognition as valuable contributors to the organization. He referenced a study conducted by Wharton professor Adam Grant, which revealed that when individuals can relate their work to a meaningful purpose, their productivity can increase by up to five times.

Moreover, because of the turnover intention among BRAC BANK PLC employees caused by the significant work pressure, it is essential to identify the root causes of this pressure and take necessary measures to address the issue. The study also delved into the factors contributing to high-stress levels, with over half of the employees identifying insufficient staffing as the primary source of workplace stress.

Furthermore, BRAC BANK PLC's management discourages employees from continuing their education while they are employed there. That has been regarded as an additional factor contributing to the intention to leave. Therefore, the authority permits its employees to continue their education. In the end, that will help with organization since productivity will increase as well.

Conclusion

The research's results have effectively fulfilled its goals and filled a research void regarding the variables influencing job satisfaction and how it affects commercial bank employees' intentions to quit. The inclusion of demographic variables in the analysis of the link between job satisfaction and intention to leave was one of the study's major contributions. The study's conclusions must be taken into account in order for management and employers to obtain knowledge and direction while developing their retention plans.

Research questions of the study

1. Who do you think has a higher intention of turnover each year at BRAC BANK PLC?

3. Does BRAC Bank PLC. help its employees to follow their professional goals?

4. Are you satisfied with the corporate culture and working environment at BRAC BANK PLC?

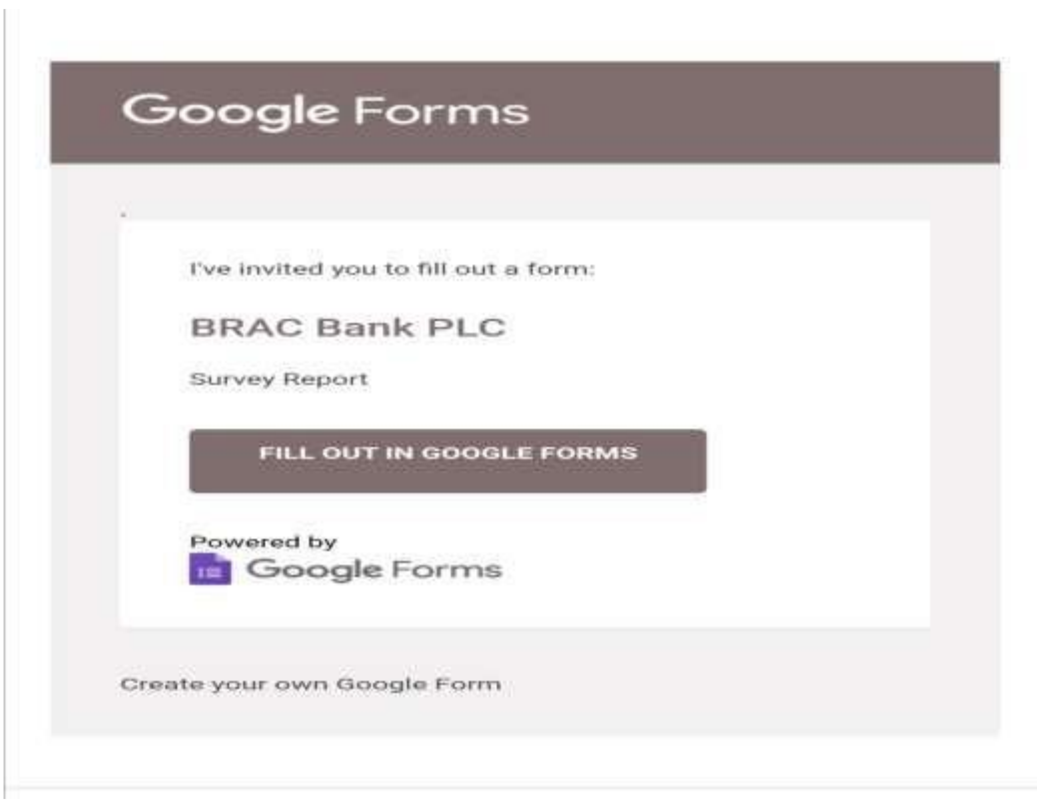
5. BRAC BANK PLC provided by all facilities (Insurance, performance bonus, Festival bonus etc.)

6. The age group that has the highest turnover in BRAC BANK PLC 25-30 years.

7 . Supervisors and co-workers cooperate with you effectively

8. They treated all employees are equal

9. BRAC BANK PLC has equitable practices for staff advancement



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