

Determinants of intention to leave a non-managerial job in the fast-food industry of West Malaysia.

Abstract

Purpose: The purpose of this paper is to examine determinants of an intention to quit a job held by non-managerial staff in the Malaysian fast food industry. It examines issues such as job stress and peer groups. **Design/methodology/approach:** A quantitative analysis of 806 respondents working in international fast food chains was undertaken following an initial semi-structured interview process with managers. **Findings:** Of the total sample, 20 percent were found to think frequently about leaving their job, while a further 20 percent were described as being committed to their employment. High intent to leave scorers were found to be influenced by friends, but also feeling job stress and "being burnt out". **Research limitations/implications:** The findings may relate solely to fast food outlets in Peninsular Malaya due to cultural issues related to the Islamic nature of Malaysian society. **Practical implications:** Fast food managers need to consider employees as part of a team and not simply as individuals, and it was found that friendship ties emerged as a significant variable in determining intention to leave a job. **Social implications:** Malaysian fast food outlets near places of worship that make it easier for employees to fulfil religious obligations may find it easier to retain staff. **Originality/value:** This is thought to be the first study of the Malaysian fast food industry and labour turnover.

Keyword: Employee turnover; Fast food; Human resource management; Malaysia.