

**MANAGEMENT RETENTION STRATEGIES OF THE PROMINENT LOCAL
RESTAURANTS IN ILOILO CITY AMIDST THE COVID-19 PANDEMIC (2019-2022)**

Research Paper

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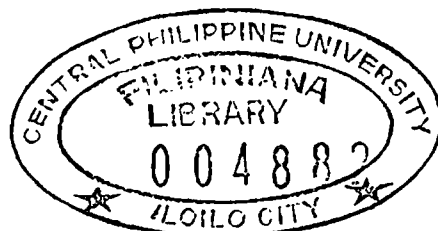
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Abstract

This study aims to determine the Management Retention Strategies of the Prominent Local Restaurants in Iloilo City amidst the COVID-19 Pandemic. A total of 45 respondents participated in the study, including 6 managers and 39 employees of the selected local restaurant in Iloilo City using the explanatory mixed method of qualitative and quantitative research design. A researchers' made questionnaire for structured interviews and a checklist were used to gather the data. The result revealed that among the management retention strategies used by the management of the Prominent Local Restaurants in Iloilo City amidst the COVID-19 Pandemic were to support the employees in terms of financial and needs, supervised a rotational schedule so everybody can be accommodated, change a physical setting into the online delivery platform, holding regular meetings, and encourage mentorship. Among the strategies the most used was to support the employees in terms of financial and needs while the least was the change of a physical setting into an online delivery platform. Furthermore, teamwork, good relationship, loyalty, dedication, and being religious were utilized as well by the management which help them be effective. The results revealed that there was no significant relationship between the employee retention strategies and when the respondents were grouped according to sex, civil status, place, residence, educational attainment, and length of employment thus, the null hypothesis was accepted. The five retention strategies, it concludes that were effective and can boost employee morale which can have a positive impact on them.

Keywords : Sex, Civil status, Residence, Educational attainment, Length of employment, COVID-19 Pandemic, Retention strategies, Manager, Employees, Explanatory method.