

**THE ROLE OF WELFARE FACILITIES IN BOOSTING JOB PERFORMANCE
AMONG THE OPERATIONAL LEVEL EMPLOYEES IN APPAREL INDUSTRY
SRI LANKA'S APPAREL FIRMS**

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ABSTRACT

Organizations operate in dynamic and unpredictable environments, necessitating various strategies for their survival, most of which focus on employees. Consequently, along with other resources, humans have become a prominent resource for any organization. Employees are essential for achieving organizational goals and objectives, and thus, maintaining employee satisfaction is critical. Welfare facilities, including the benefits, comfort, and amenities provided by employers, play a significant role in enhancing employee well-being and living standards. Such welfare packages are crucial for attracting and retaining employees by satisfying their needs within an organization. This study investigated the impact of employee welfare facilities on the job performance of operational employees in the apparel sector of Sri Lanka. This study evaluated both statutory and non-statutory welfare facilities and their relationship with employee job performance. The findings confirm that statutory and non-statutory welfare facilities are essential for enhancing the performance of operational-level employees in the Sri Lankan apparel sector. A stratified random sampling method was used to select a sample size of 152 operational-level employees from two large-scale garment manufacturers. Data were collected using a structured questionnaire designed to evaluate the impact of welfare facilities on job performance using a 5-point Likert scale. The data were analyzed through univariate, correlation, and regression analyses using the SPSS software (version 25). The main findings indicate a positive and significant correlation between the independent variable of welfare facilities and the dependent variable of employee job performance, with welfare facilities significantly affecting job performance. Recommendations from this study include improving awareness sessions on welfare facilities, discussing future welfare trends, and conducting consultations. This study underscores the vital role of welfare facilities in enhancing job performance, challenging traditional views on the primacy of financial incentives, and highlighting their importance for operational-level employees in Sri Lanka's apparel industry.

Keywords: Apparel industry, job performance, non-statutory welfare benefits, operational level employees, statutory welfare benefits, welfare facilities, non-statutory welfare benefits