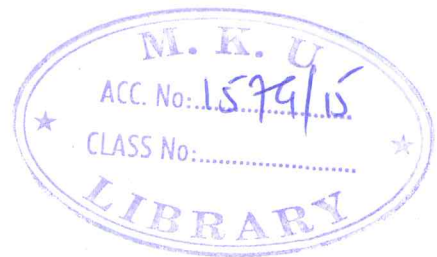


**EFFECT OF WELFARE SERVICES ON EMPLOYEE PERFORMANCE:
A CASE OF STYLE INDUSTRIES IN INDUSTRIAL AREA, NAIROBI,
KENYA**

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ABSTRACT

The main purpose of this study was to establish the effect of welfare services on employee performance at Style industries. The study specific objectives were to establish the effect medical scheme, pension, Staff transport and recreational facilities on employee performance at style industries. The study was done between March and April 2015. It was carried out at industrial area Nairobi, the location of style industries. The study used descriptive survey research design. A survey research design seeks to obtain information that describes existing phenomenon by asking individuals about their perceptions, attitudes and values (Mugenda and Mugenda, 2003). The study targeted 650 employees of style industries. The study used stratified sampling technique which involves selecting units (people, organizations) from heterogeneous population. Out of this population, a sample of 65 respondents was obtained through stratified random sampling. Mugenda and Mugenda (2003) observe that 10% of the target population is a good representation of the study. The study used primary data which was collected using questionnaire. The questionnaires were self-administered so as to enhance the response rate. They were then collected after two weeks for analysis. The questionnaire was prepared and discussed with the supervisor for expert judgement on its reliability and the necessary corrections made. A pilot study was carried on employees not included in the sample to provide relevant information to the instrument. The responses were used to make the necessary corrections and enhance the validity of the instrument. The collected data was coded and entries made into Statistical Package for Social Sciences (SPSS version 20). Descriptive statistics including: mean, standard deviation, percentages and frequency distribution were used. The study revealed that the employees of style industries have not been covered by the pension scheme provided by the organization and that there is a relationship between provision of pension scheme and reduction of turnover among employees. Based on the study findings the study recommends that the company should provide recreational facilities to employees as this not only helps employees in relaxing and hence take them back to a productive state again after some tiring job but also contributes to employee performance. The study recommends that a similar study be conducted in other industries to bench mark the findings