

**Performance Appraisal Practice Opportunity and Employee Retention In  
Selected Beverage Processing Firms In Kenya  
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The rate of employee turnover can affect the performance of an organization and therefore employee retention is considered of utmost importance globally. Hence this study aimed to investigate the influence of performance appraisal practice on employee retention in selected beverage processing firms in Kenya. The study was conducted using survey design to establish the relationship between variables. The target population was 2940 employees of beverage firms in Kenya and the sample size was 352 employees which was calculated using Taro Yamane's formula. The study adopted structured questionnaires to get answers of the research questions. Questionnaires were used to collect data and later on analysed using descriptive statistics and presented in frequency tables. The pilot study was carried out at Kipchabo tea factory in Nandi County. It was established that performance appraisal practice showed a positive correlation with retention of employees in beverage processing firms. The study recommended that the management of organizations should put in place performance appraisal policy, gives performance appraisal feedback timely and should be conducted on regular bases to enable management and employees to plan for better execution. The study recommended that issues should be addressed so that to prevent employees from perceiving performance appraisal systems as discriminatory, punitive and judgmental processes, where cronyism and biased considerations dominated objectivity and thus ineffectiveness of the appraisal system. Lastly, the study was to be of great significance to beverage processing firms, academicians, researchers and policy makers.

**Keywords:** performance appraisal practice, employee retention, beverage processing firms