Applied Innovations in Industrial Management

Investigating the effect of Nilgoni Ocean strategy on employee retention and the mediating role of Tik Tok management in directing floating thinking

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Abstract

Effective time management allows people to allocate certain time intervals to certain activities based on their priorities. The purpose of investigating the effect of the Nilgoni ocean strategy on employee retention is the mediating role of tick-tock management in directing floating thinking. The research is applied in terms of objective and correlational in terms of descriptive method. The statistical population was formed by the customers of Meli bank, who were selected by determining the sample size, 518 people, through the cluster sampling method and were surveyed. In order to Data was collected using a standard questionnaire, whose reliability was checked through Cronbach's alpha, and their validity was checked through content validity and construct validity. Data analysis was done through SPSS software. After analyzing the results and the importance of the components in order, increasing absenteeism, making things more agile and facilitating, increasing job burnout, decreasing citizenship behavior among employees, decreasing commitment organizational, increasing the level of organizational knowledge and gaining more experiences, reducing organizational health, optimal use of organization resources, greater understanding between employers and workers, reducing motivation and work morale, improving job adaptation, lack of understanding of organizational justice, reducing job satisfaction and loyalty, improving Performance, reduction of job security, improvement of job recognition, reduction of organizational trust, reduction of costs and improvement of productivity from the perspective of employees of Meli bank were prioritized respectively, and to test the hypotheses of structural equations, Sobel and vef tests were used to measure the variables. The mediator of tick-tock management and floating thinking was used, and the analysis of research hypotheses investigating the effect of the Nilgoni ocean strategy on employee retention on the variable role of tick-tock management in directing floating thinking has a positive and significant effect and were confirmed.

Keywords: Tik Tok management, floating thinking, Nilgoni ocean strategy, employee retention, employee performance

1- Introduction

The best managers usually refine the so-called strategy well, and often supplementing the strategy with a few transparent elements can easily spread throughout the organization and people are happy to see this happen. According to one of the chief executive officers of a luxury goods manufacturing company, "the role of the chief executive officer is to simplify

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the complexity and focus on expressing issues that are easier to understand. Planning plays an important role in the effective management of the tick-tock clock." To make the most of your time, you need to plan your day well. Doing things should not be just for the purpose of getting them done. Planning and managing the ticking clock gives a person a sense of direction and priority in his work and encourages him to finish on time [1].Today, maintaining competent employees is the most important problem and task of organizations. A problem that, if solved, will lead to greater profitability and effectiveness in the organization. On the other hand, losing employees It is expensive for the organization. It should also be noted that most organizations spend significant amounts of money every year to attract and maintain their employees, and this is the fact that every organization is able to, if appropriate methods are adopted, in addition to maintaining the existing human resources. , to attract a number of other active employees of organizations as well [2]. Retaining employees means preventing them from resigning and keeping them satisfied. To retain employees, organizations use diverse HR programs to attract, engage, and appreciate employees, offering more work flexibility and modern benefits such as physical and financial wellness programs. Organizations need to continuously improve their performance in order to maintain their survival and progress in the competitive world. On the other hand, human power can be considered as one of the most important organizational resources, which, especially in the new paradigm of knowledge-based economy, has presented itself under the title of "knowledge workers" [3].

Human resources are smart assets and the most important capital of any organization, and the performance of employees and organizations in terms of efficiency and effectiveness depends to a considerable extent on its proper and effective use; For this reason, in today's organizations, attention to human resources is considered more than other dimensions and they try to preserve and maintain human resources. High turnover of employees not only leads to the weakening of credibility and reduction of employee loyalty and cohesion in organizations, it also threatens the survival and development of such companies. In addition, high employee turnover has a negative effect on the quality of service and customer satisfaction, as a result, it leads to a decrease in customer loyalty and distorts the brand image. Despite a lot of practical research that shows the importance of the organization of employee turnover, the theoretical emphasis on job turnover is insufficient, it considers employees as an active human resource and the main issue for companies is to reduce, employee turnover with improved salaries, fringe benefits. and working conditions of employees, however, such a focus ignores the importance of the internal demand of employees as social persons. Employees are more focused on various motivational factors, such as recognition of achievement, responsibility and sense of importance for an organization, from increasing economic efficiency, more importantly, employees strongly expect their jobs to create self-fulfillment and self-improvement. Competition in the business environment dominates the minds of many managers in the world today, the managers consider the only way to win and succeed in their organization is to be ahead of the competitors and get more share of the existing demand market. Freeing the minds of managers from this competition requires a different look at the concept of Nilgoni's strategy on the sustainability of employee retention [4]. Melli bank, with six decades of production activity, is a well-known name in the Iranian food industry and a well-known brand among consumers in different countries. This research is a descriptive and survey study, the statistical population It includes all the employees of Meli bank. Today, maintaining competent employees is the most important problem and task of organizations. A problem that, if solved, will lead to greater profitability and effectiveness in the organization. On the other hand, the loss of employees is costly for the organization, and to solve this problem, according to the purpose of the research, we should investigate the impact of the Nilgoni Ocean strategy on the retention of employees, on the mediating role of Tik Tok management in the direction of floating thinking. For this purpose, the appropriate standard questionnaire of the research will be used by the probability sampling method and the Laserl software will be used to check the research findings.

2- The importance and necessity of research

Mino company needs powerful and innovative strategies for its survival and presence in the highly competitive market of the global economy. Nilgoni Ocean strategy on the retention of employees who have turned to the commercialization of production to increase income and profit, that the use of the Nilgoni Ocean strategy can be the source of the secrets to

the retention of employees in many directions of floating thinking, efforts have been made to Improve employee retention. Study findings show that the implementation of these programs has reduced the rate of employee leaving, reduced the rate of absenteeism, reduced the amount of disciplinary regulations, and increased the positive attitudes of employees. Therefore, this research is based on that, while filling the void of applied research to increase the cohesion of employee retention by providing suggestions to provide the direction of floating thinking in the Nilgoni ocean strategy, it helps the retention of employees to make effective decisions, so it can be said that this research fills the void. Provides information to managers in the field of explaining the best strategy to promote and improve productivity. Therefore, this research seeks to evaluate and optimize floating thinking orientation strategies by employees and choose and evaluate the best position according to the conditions of Mino company, and the results of the research can be effective in the decisions of managers of Mino company.

3- Research conceptual model

The conceptual model of the research is shown in Figure 1.
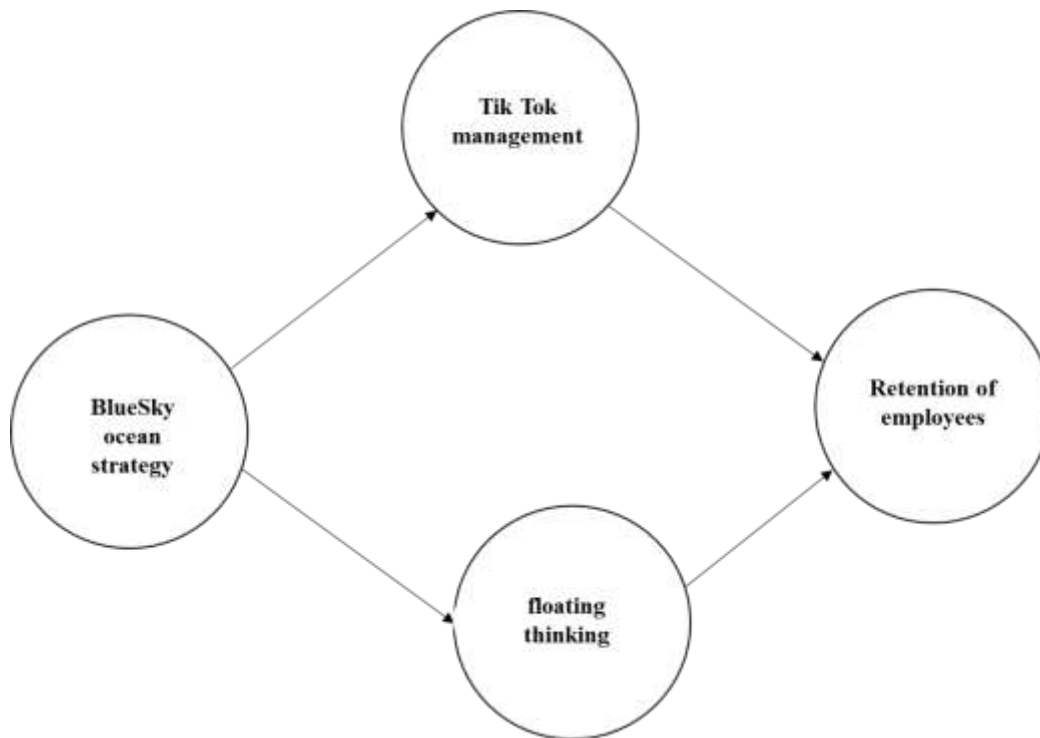
Figure 1. The conceptual model of the research

3.1. Research hypotheses

1. The first hypothesis: The Nilgoni ocean strategy has a positive and significant effect on the retention of employees on the mediating role of Tik Tok management in directing floating thinking.
2. Second hypothesis: Nilgoni Ocean strategy has a positive and significant effect on employee retention
3. The third hypothesis: The Nilgoni ocean strategy has a positive and significant effect on Tik Tok management
4. Fourth hypothesis: The Nilgoni ocean strategy has a positive and significant effect on the orientation of floating thinking

5. The fifth hypothesis: Tik Tok management has a positive and significant effect on employee retention
6. Sixth hypothesis: Floating thinking has a positive and meaningful effect on the retention of employees
7. Seventh hypothesis: Nilgoni ocean strategy has a positive and meaningful effect on employee retention with the mediating role of Tik Tok management.
8. The eighth hypothesis: The Nilgoni ocean strategy has a positive and significant effect on the retention of employees with the mediating role of floating thinking orientation.

4- Theoretical foundations of research

The existence of the position of the senior manager in the organization brings very positive effects for the business. As an elder, the senior manager is present next to the groups that are growing rapidly, and by providing detailed guidance and mature solutions, he helps the managers to move in the right direction. He can follow the predetermined goals for the organization. or to carry out business development plans. The point that should be considered is that there should be a clear distinction between the job position of manager and senior manager. The senior manager must support the managers against their extensive and heavy duties. A manager who wants to reach this job position must pay special attention and focus on his professional and personal development in the fields of leadership, talent development and coaching. The senior manager must be able to develop a revenue strategy for the organization and provide a detailed analysis of competitors, customers and other external market forces. The senior manager must have proper knowledge of financial topics such as budget, cost, accounting. Also, he should benefit from negotiation skills, communication techniques, the ability to present content, the ability to build a team, etc. The commitment of workers to the organization and other life commitments of employees, through these tools, changes their relationship with each of the organizations. Employee and Support While expressing appreciation for the role of key commitment factors, to recruit more employees and gain your commitment through the performance of the management programs organization, you consider how to treat your organization's most experience, in many of the cases, these employees understand the complexities of work better than supervisors and managers despite the floating thinking orientation. Given their long-term identification with their organization, they may be deeply committed to high-level goals. They use their expertise to guide floating thinking and get help in ways that new employees can't match. But many of them may also plan to retire soon. A management system that recognizes and rewards the sharing of knowledge creation. Expertise among employees that can be stored in databases that they can access and then motivate other employees. In all the employee retention strategies mentioned, there is a connection with the organizational culture, however, an environmental issue is more obvious in it. Today, employees want an open organizational culture and information sharing more than ever. They want to know in which direction the organization is moving and what will it look like in the future? How are the company's financial issues resolved? And what position does it have in the market? Beyond these, employees want to know what role their particular work has in the final plan and how they have helped the organization achieve its goals. If you operate in an open work environment where managers share information, you can reduce employee turnover by asking your employees about their status at regular intervals. From time to time, invite an outside mediator to get a more realistic view of how employees really feel. Find out if employees "really" understand the organization's vision, mission, and values. At the same time, provide employees with information about how the company functions and where it is going. When employees are aligned with the company's values that you have clearly presented to them and have the information, they need to do their jobs, you will be less likely to see them leave their jobs [5].

Nozari and et al [6] in research called the effect of Islamic ethics on the floating thinking of employees, firstly, the research method in this regard is qualitative method and through semi-structured interview of Persian Tex accounting professionals, which was selected by theoretical sampling method. Findings: The use of qualitative methods in the introduction of factors that include professional ethics and thinking floating in the mind and its consequences. Aliahmadi et al [7] used a library method and a questionnaire to test the hypothesis in research on the floating thinking of employees in the development and improvement of the accounting system of public companies. The research data from the

accountants of public companies as a statistical community that was focused on, the results of the research showed that, in economic terms, the benefits of using the floating thinking of employees in the development and improvement of the accounting system of public companies, with the continued demand for the use of accounting staff is consistent in reducing errors in financial statements Abidin, 2021 in research, the factors affecting employees' desire to leave their jobs were investigated [8]. The purpose of this article was to investigate the relationship between the desire to leave a job and the components of organizational commitment, person-organization fit, job satisfaction, and psychological pressures caused by the work environment. The obtained results showed that there is a negative relationship between the components of organizational commitment, the components of person-organization fit, the components of job satisfaction and organizational justice with the desire to leave the job, and there is a positive relationship between the components of psychological pressure caused by the work environment with the desire to leave the job. Also, there was a negative relationship between the desire to leave a job with age, job category and formal employment, and a positive relationship with the level of education. Somer et al [9] in the article "The Role of Burnout in Voluntary Quitting Work by Mediating the Meaning of Work" 2019 recorded that developmenta et al l measures cause the elimination of burnout and retention of employees.In a research conducted by Shen et al., [10] in Tovanir company under the title of investigating the reasons for leaving the service of power plant specialists, it was shown that the highest correlation of nine factors (satisfaction with salaries and benefits, welfare facilities, areas for growth and emergence of creativity, management status) and decision-making, sense of job security, the state of human relations, administration and interest in work and company) with the tendency to leave employees' jobs are related to the variables of satisfaction with the received rights and benefits and interest in work and company and job security. In a research of 2019, bayanati [11] studied the factors influencing the willingness of employees of National Bank of Gilan Province to leave their service. The current research is applied in terms of purpose and descriptive of correlation type in terms of method. The statistical population of the present research is the employees of the Meli bank , numbering 1400 people, and using available sampling, 266 people were selected as a statistical sample. The required information was collected through a standard questionnaire, which has content validity and its reliability has been confirmed. Data analysis was done through descriptive statistics as well as inferential statistics through statistical techniques and structural equations and path analysis using Lisrel 8.5 software.

5- Research method

This research is a descriptive-survey study, the population studied in this research are the employees of Meli bank. Quantitative data of this research was obtained through face-to-face and online surveys. In this regard, the required data from the standard questionnaire, 518 employees who They participated in the online survey and were extracted.

The statistical sample is selected as a cluster. Cluster sampling will be done based on the fact that the complete list of people in the studied society is not available. If in the grouping of the society, the variance between the classes is low but within the classes is high, the cluster sampling method will be used. That is, if there is not much difference in the grouping of the society between different classes, but there is a big difference between the people of each class, then we use the cluster sampling method, where each class is called a cluster. In contrast to stratified random sampling in which the groups are homogeneous, in cluster sampling the groups are heterogeneous and especially this method is used when a list of people in the society is not available or the geographical distribution of people is very scattered and wide. This sampling is not an individual sampling unit but includes a group or a cluster of people. The complete list of people in the studied community is not available. For this purpose, we take a random sample from among the clusters and enumerate the entire volume of the cluster. The method of data collection is field and the measurement tool is a questionnaire. Its validity is confirmed by the content, structure and image method to an acceptable extent, and the reliability of the measurement is confirmed or rejected by Cronbach's alpha formula. A standardized questionnaire is used to collect data. has been done, to analyze the data, firstly, to check the acceptability of the theoretical model, data analysis will be done through spss software, in the first stage, to identify the effective variables using a questionnaire (experts of the relevant company), experts, and experts Active in this industry is used to detect and identify changes. In the second stage, the data analysis

related to the survey of the questionnaire and studies will be used in order to identify and select the changes. In the third stage, the important factors will be identified. In the fourth step, according to the output of the third step, we will examine the research through Lisrel software.

6- Research findings

Content Validity Ratio (CVR) has been used to investigate the effect of Nilgoni Ocean strategy on employee retention and the mediating role of Tik Tok management in guiding floating thinking. The questionnaire was designed and validated by Tang Yu Qiqiu and et al 2019, this questionnaire was first based on the importance of each of the components of floating thinking orientation in the Nilgoni Ocean strategy on the longevity of Meli bank employees, which components include (improving performance, improving productivity , reducing costs, improving job compatibility, greater understanding between employers and workers, optimal use of organization resources, increasing the credibility of managers' orders, improving job recognition, making things more agile and facilitating, increasing the level of organizational knowledge and gaining more experience, reducing satisfaction and loyalty. job, decrease motivation and morale, increase absenteeism, decrease job security, decrease organizational commitment, lack of understanding of organizational justice, decrease organizational trust, increase job burnout, decrease citizenship behavior among employees, decrease organizational health). Lauche is designed. Then, based on the following formula, the content validity ratio is calculated:

$$CVR = \frac{n_e - N/2}{N/2} \qquad (1)$$

In which is the total number of experts, Ne is the number of experts who have selected the necessary option.

Then the minimum CVR value of the importance of each of the components of the evaluation of the impact of the Nilgoni ocean strategy on the retention of employees on the role of the mediating variable of tick-tock management in the direction of acceptable floating thinking is 0.33. The resu lts of the content validity of the results are calculated using the content analysis formula:

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Table 1. The importance of each research component

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Investigating the effect of Nilgoni Ocean strategy on employee retention The mediating role of tick-tock management in floating thinking orientation	Ranking	Result	CVR	Ne
Improve performance	15	accepted	0.50	34
improving Productivity	20	accepted	0.37	17
reduction in costs	19	accepted	0.40	39
Improve job adaptability	12	accepted	0.57	29
Greater understanding between employers and workers	10	accepted	0.67	28
Optimal use of organization resources	9	accepted	0.77	16
Increasing the validity of the order of managers	6	accepted	0.83	27
Improve job knowledge	17	accepted	0.43	24
Agility and facilitation of affairs	2	accepted	0.92	42
Increasing the level of organizational knowledge and gaining more experience	7	accepted	0.81	36
Decreased job satisfaction and loyalty	14	accepted	0.53	19
Decreased motivation and morale	11	accepted	0.66	37
Increased absenteeism	1	accepted	0.97	8
Reduced job security	16	accepted	0.47	18
Reducing organizational commitment	5	accepted	0.83	25
Lack of understanding of organizational justice	13	accepted	0.56	34
Decreased organizational trust	18	accepted	0.42	17

Increased job burnout	3	accepted	0.91	32
Reducing citizenship behavior among employees	4	accepted	0.88	25
Decreased organizational health	8	accepted	0.79	11
n				518

Since the value of the CVR index for all outcomes is greater than 0.33, therefore, all the variables are acceptable to investigate the effect of the Nilgoni ocean strategy on employee retention on the mediating role of tick-tock management in directing floating thinking. In Table 1, the ranking of the amount the importance of each of the components of investigating the effect of the Nilgoni ocean strategy on the retention of employees has been shown on the mediating role of tick-tock management in the direction of floating thinking.

According to the study conducted and the analysis of the obtained data, the ranking of the importance of each of the research components, increasing absenteeism, making things more agile and facilitating, increasing job burnout, decreasing citizenship behavior among employees, decreasing organizational commitment, increasing The level of organizational knowledge and gaining more experiences, reducing organizational health, optimal use of organizational resources, greater understanding between employers and workers, reducing motivation and work morale, improving job adaptability, lack of understanding of organizational justice, reducing job satisfaction and loyalty, improving performance, reducing Job security, improving job recognition, reducing organizational trust, reducing costs, and improving productivity from the perspective of the employees of Meli bank are prioritized respectively. With these interpretations, the negative consequences have a higher priority than the positive consequences of the research components.

Descriptive statistics is a collection of methods that provide data processing. Descriptive statistics of research variables are given in the table below. Descriptive statistical quantities include mean, standard deviation and variance, median, etc. The statistical quantities mentioned for the variables of this research include the investigation of the effect of the Nilgoni ocean strategy on employee retention and the role of the mediating variable of tick-tock management in the direction of floating thinking.

Table 2. Descriptive statistics of variables

| Variables	n	standard deviation	Variance	min	max	Middle	Average
Retention of employees	518	0/786	0/87	0/97	0/16	0/89	0/91
floating thinking	518	0/934	0/99	0/65	0/28	0/82	0/92
Nilgoni_sky ocean strategy	518	0/659	0/41	0/78	0/32	0/78	0/82
Tik Tok management	518	0/987	0/21	0/91	0/41	0/21	0/17

The results of descriptive statistics in Table 2 show that the mean and median of the data are close to each other and have a small standard deviation, so the data have a normal distribution. In order to test the hypotheses of the research, structural equations have been used
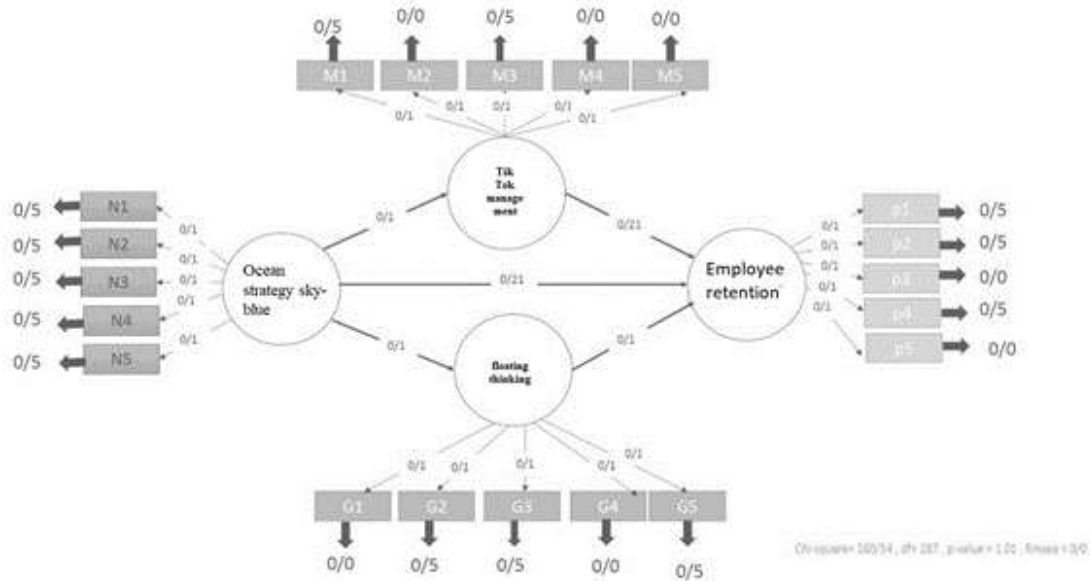
Figure 2. Estimation of research hypotheses in standard estimation mode

If the value of the obtained test statistic is greater than 1.96, it indicates that the null hypothesis is rejected at the error level of 0.05 and the effect of the variables is significant in this regard. The fit of the model was acceptable with a significance level of 0.0 and the estimation of the parameters was examined. The results of the measurement and structural part of the model were evaluated and in the final step it is called modification and the detection of the modification model for each of the free parameters, a unique value can be obtained from the data. The permanence of employees in the direction of floating thinking and Nilgoni ocean strategy and Tik Tok management separately affects the relationship between independent and dependent variables. In the standard estimation mode, the factor loadings are shown, the larger the factor loading is and the closer it is to the number one, that is, the observed variable (question) can better explain the underlying or hidden variable. If the factor load is less than 0.3, the relationship is considered weak and it is ignored. A factor loading between 0.3 and 0.6 is acceptable, and if it is more than 0.6, it is very desirable. In Figure 3, the confirmation of the significance level of the variables of the proposed research model after standard estimation of the hypotheses is shown as output and standard.

Chi-square= 160/54 , df= 287 , p-value = 1.01 . Rmsea = 0/0
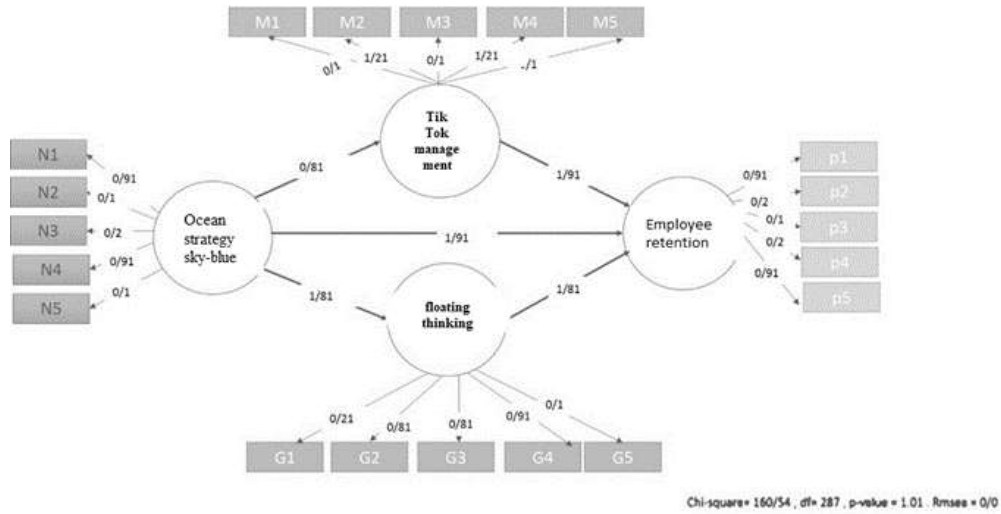
Figure 3. Confirmation of the significance level of the variables of the research suggestion model after the standard estimation mode of the hypotheses

The estimated model indicators are as follows:
Root Mean Square Residual (RMR) =0.16
Standardized RMR = 0.18
Goodness of Fit Index (GFI) = 0.87
Adjusted Goodness of Fit Index (AGFI) = 0.87
 Parsimony Goodness of Fit Index (PGFI) = 0.57

As can be seen, the model's indicators indicate the appropriate fit of the model. The value of p2 is low and appropriate. In other words, the conceptual model of the research is largely consistent with the observed data. In other words, the output shows that the results of the final factor analysis as well as the relationships defined in the model were significant in all cases.

Table 3. factor loadings of the research along with validity and reliability index

Variables	FACTOR LOADINGS	T-VALUE	AVE	CR
Retention of employees	0/34	14/67	0/91	0/78
P1	0/89	1/8	0	0
P2	0/77	12/4	0	0
P3	0/863	6/8	0	0
P4	0/295	9/1	0	0
P5	0//678	18/0	0	0
floating thinking	0/63	19/2	0/84	0/76
G1	0/89	17/07	0	0

G2	0/77	0	0	0
G3	0/863	0	0	0
G4	0/295	17/07	0	0
G5	0//678	18/0	0	0
Nilgoni-sky ocean strategy	0/63	1/0	0/79	0/88
M1	0/89	76/0	0	0
M2	0/77	43/0	0	0
M3	0/863	24/67	0	0
M4	0/295	1/8	0	0
M5	0//678	12/4	0	0
Tik Tok management	0/63	6/8	0/42	0/27
N1	0/89	9/1	0	0
N2	0/77	18/0	0	0
N3	0/863	19/2	0	0
N4	0/295	17/07	0	0
N5	0/678	0	0	0

As it is clear in the table, the factor loads related to the first hypotheses of Tash sham have significant values. Finally, the AVE (validity) was equal to 0.91 and the CR was 0.78, which are completely acceptable. Therefore, the above model can be used as a standard model with acceptable validity and reliability in other conditions as well. Sobel test is also called product of coefficients approach, delta method or normal theory approach. Sobel's test for inference about the coefficient of indirect effect ab is based on the same inference theory used for direct effect. The mediating variables of our research (floating thinking orientation and tick-tock management) are endogenous, that is, this variable is dependent on the independent variable and independent on the dependent variable. The indirect effect ab is a sample-specific estimate of the indirect effect in the population that is subject to sampling variance. Having an estimate of the standard error of ab and assuming that the data are normal and that the sampling distribution of ab is normal, a p-value for ab can be obtained. In general, in the Sobel test, normal estimation can be used to check the significance of the relationship. By having the estimate of the standard error of the indirect effect, the null hypothesis can be tested against the opposite hypothesis. The Z statistic is equal to the ratio of ab to its standard error. In other words, we get the Z-Value from the following equation:

$$z - value = a*b/SQRT\ (b2*sa2\ +\ a2*sb2\ +\ sa2*sb2) \tag{2}$$

Table 4. Sobel test

Value	Model sobl	R	standard error	Standard error estimate	Std. Error of the estimate	Mediator
2/1	1	0/328	0/456	0/409	0/981	floating thinking
1/7	1	0/361	0/26	0/08	1/18	Tik Tok management

Based on the results of this table, predictor variables have been able to explain 45% of the changes in the variables of floating thinking orientation and tick-tock management, considering the error level of $\propto=0.05$, the Z value is greater than 1.96, the indirect effect observed statistically. It is meaningful. Values of path coefficients a and b as well as SE standard errors of each path were calculated from the outputs of the software in this calculator as shown in Figure 6 and Figure 7. Now its value is 0.98 and 0.83, it is outside the critical range, i.e., 1.1, and the moderating effect is confirmed. In the following, based on the results and the Sobel test, the direct and indirect effects of mediation hypotheses are shown.

Table 5. Direct and indirect effects of mediating hypotheses

Mediating hypotheses	effective	direct effect	Indirect impact
The Nilgoni ocean strategy has a positive and significant effect on the retention of employees on the mediating role of Tik Tok management in the direction of floating thinking.	.644(.001)0	.400(.001)0	.244(.000)0
Nilgoni Ocean strategy has a positive and meaningful effect on employee retention with the mediating role of Tik Tok management	.830(.001)0	.559(.000)0	.271(.002)0
The Nilgoni ocean strategy has a positive and meaningful effect on employee retention with the mediating role of floating thinking orientation	.528(.000)0	.362(.001)0	.166(.001)0

According to table 5, the total effect and the indirect effect and the effect of the Nilgoni ocean strategy on the retention of employees on the mediating role of Tik Tok management in the direction of floating thinking have a positive and significant effect with a significance level lower than 0.05 in all three relationships. Therefore, it can be claimed that mediation hypotheses have a significant effect, so these hypotheses are also confirmed. The analysis of all the hypotheses is done through the Sobel model for the variable of the hypotheses.

Table 6. Sobel test of regression equation for hypotheses

Value	Model sobl	R	standard error	Standard error estimate	Std. Error of the estimate	Variables
2/1	1	0/328	0/456	0/409	0/981	Retention of employees
0/178	0	0/68	0/1901	0/24	1/34	floating thinking
1/7	1	0/361	0/26	0/08	1/18	Nilgoni-sky ocean strategy
2/09	1	0/37	0/35	0/43	1/14	Tik Tok management

The amount of VAF is calculated from the following formula:

$$VAF = \frac{a \times b}{(a \times b) + c}$$

(3)

Assumptions of the formula:

a: a value of the path coefficient between the independent variable and the mediator

b: the value of the path coefficient between the mediator and the dependent variable

c: Path coefficient value between independent and dependent variable

Table 7. VAF test for mediated hypotheses

VAF	c	b	A	Mediating hypotheses
0/215	0/383	0/601	0/126	The Nilgoni ocean strategy has a positive and significant effect on the retention of employees on the mediating role of Tik Tok management in the direction of floating thinking.
0/179	0/383	0/438	0/87	Nilgoni Ocean strategy has a positive and meaningful effect on employee retention with the mediating role of Tik Tok management
0/281	0/383	0/262	0/574	The Nilgoni ocean strategy has a positive and meaningful effect on employee retention with the mediating role of floating thinking orientation

This means that more than 36% of the total effect of the Nilgoni ocean strategy on employee retention has a positive and significant effect on the mediating variable role of Tik Tok management in directing floating thinking. It can be seen that Table 9 has a significant relationship between these variables. There is, which proves this.

Table 8. Results of structural equation tests for hypotheses

Sig.	beta	t	St. errs. of the estimate	Multiple R	regression	hypotheses
0/00	0/18	2/33	1/46	0/89	0/12	The first hypothesis: The Nilgoni ocean strategy has a positive and significant effect on the retention of employees on the mediating role of Tik Tok management in directing floating thinking.
0/00	0/65	4/18	1/8	0/77	0/27	Second hypothesis: Nilgoni Ocean strategy has a positive and significant effect on employee retention
0/00	0/863	6/6709	1/7	0/863	0/308	The third hypothesis: The Nilgoni ocean strategy has a positive and significant effect on Tik Tok management
0/00	0/18	7/33	2/46	0/69	0/12	Fourth hypothesis: The Nilgoni ocean strategy has a positive and significant effect on the orientation of floating thinking
0/00	0/65	8/18	3/8	0/787	0/27	fifth hypothesis: Tik Tok management has a positive and meaningful effect on the retention of employees

0/00	0/863	5/69	2/7	0/63	0/308	Sixth hypothesis: Floating thinking has a positive and meaningful effect on the retention of employees
0/00	0/295	1/29	6/06	0/295	0/194	Seventh hypothesis: Nilgoni ocean strategy has a positive and meaningful effect on employee retention with the mediating role of Tik Tok management.
00/00	0/23	1/98	1/21	0//678	0/18	The eighth hypothesis: The Nilgoni ocean strategy has a positive and significant effect on the retention of employees with the mediating role of floating thinking orientation.

The purpose of the research is that the orientation of floating thinking in the Nilgoni Ocean strategy has a positive and significant effect on the retention of employees of Meli bank. By analyzing the hypotheses, a significant positive relationship has been found.

7- Conclusion

The purpose of this research was to investigate the effect of the Nilgoni ocean strategy on employee retention and the mediating role of Tik Tok management in guiding floating thinking. The results of the current research show that the first to eighth hypotheses have been confirmed. The research of Roy and Morrow 2021 shows that, with the aim of showing the effect of leaving the job on the performance and efficiency of the departments and subordinate units of the organization, the involuntary leaving of the job has a direct relationship with the level of performance and efficiency of the organization. Also, leaving a job voluntarily is not significantly related to the level of organizational efficiency, and the loss of human resources due to the downsizing of the organization has an indirect relationship with the level of organizational performance and efficiency. It is similar to our research. According to the results of this research, the Nilgoni ocean strategy acts as a motivational tool. Through the orientation of floating thinking, one can determine the efficiency of a person in achieving goals. It motivates the person well to do a better job and helps him to improve his performance in the future. Companies use the Nilgoni Ocean strategy to evaluate employee performance to determine which employees have contributed the most to the company's growth, development. review and reward high-achieving employees. Because companies have a limited pool of financial resources from which to grant incentives such as pay raises and bonuses, floating thinking on performance appraisals helps determine how to allocate them. They provide a way for companies to determine which employees have contributed the most to the company's growth so that companies can reward their top performers accordingly. The power of employee performance evaluation technology has increased greatly in recent years. Companies use performance appraisals to determine which employees have contributed the most to the company's growth, monitor progress, and reward high-achieving workers. Although there are many different types of performance reviews, the most common is the top-down review, in which the manager reviews his or her direct report. In order to complete this research, it is suggested that the following subjects be conducted by other researchers and students in similar organizations and companies and the results be compared. The impact of floating thinking orientation should be studied and researched. It should be studied in Nilgoni strategy. Examining the similar topic of floating thinking orientation and implementing the Nilgoni strategy in other organizations to compare the results of the research findings based on quantitative and qualitative criteria, so that the job activities and the results obtained from those activities are both evaluation criteria.

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