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FACTORS AFFECTING JOB MOTIVATION AMONG GENERATION Y IN CO-OPERATIVE SECTOR

SITI ZAHARAH AHMAD BASHEER

MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
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FACTORS AFFECTING JOB MOTIVATION AMONG GENERATION Y IN CO-OPERATIVE SECTOR

By
SITI ZAHARAH AHMAD BASHEER

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ABSTRACT

Job motivation is an important factor to enhance employees’ performance and retain talented and high performance employees towards achieving the organizational goals. This research aim to identify factors affecting job motivation of generation Y employees in the co-operative sector. The research conducted using survey method and a total of 220 questionnaires were distributed to the generation Y in the co-operative apex organization and managed to collect 181 responds. The results were analyzed by using Statistical Package for Social Science (SPSS) Version 22.0. From the data analyzed, the results revealed that only one of the three factors which is the manager relationship have a significant relationship to job performance of the respondents. The other two factors which are the work life balance and rewards and recognition did not have significant influence on job performance. The limitations of the present study and some suggestions for future research and to further to improve the job motivation among the generation Y in the co-operative sector are highlighted and discussed.

Keywords: Generation Y, Job Motivation, Work Life Balance, Rewards and Recognition, Manager Relationship, Co-operative
ABSTRAK


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“In the name of Allah, Most Gracious, Most Merciful”

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1.1 Background of the Study

In the present work environment, employers are facing challenging and complex situation in managing their employees due to the more diversity of employees than before (Crampton & Hodge, 2009). In any organizations, we can observe multi-generations working together side by side at the workplace. This mixed and multi-generational environment has become a new diversity challenge to the employers especially when dealing with the young generation working together with the older generation. Managers have to face situation and challenges in managing their current employees which consist of three distinct generations that are; the Baby Boomers, Generation X and Generation Y whom often colliding as their paths cross while working together (Hay Group Survey, 2010).

Different generation have been brought up in a different era and environment. Due to this, many researchers found that there are significance differences between these generations in terms of their work values, types of behaviors as well as the factors that motivate their engagement and performance as employee.

A lack of understanding about the differences of every generation may cause problem at the workplace such as conflict among the generations due to misunderstanding and negative perception about other generations, demotivated and demoralized employees, low job performance and productivity and high turnover.
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REFERENCES


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