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

SITI ZAHARAH AHMAD BASHEER



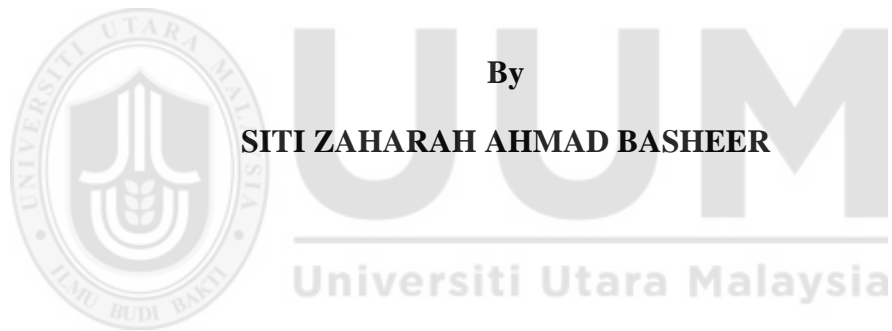
MASTER OF HUMAN RESOURCE MANAGEMENT  
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DECEMBER 2016

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AHMAD BASHEER

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MRHM 2016

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CO-OPERATIVE SECTOR**



**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
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in Partial Fulfillment of the Requirement for the Master of Human Resource  
Management**

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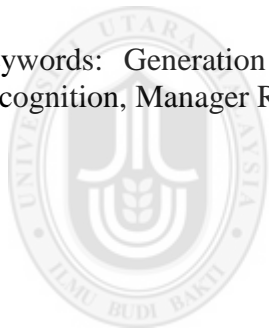


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## ABSTRACT

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

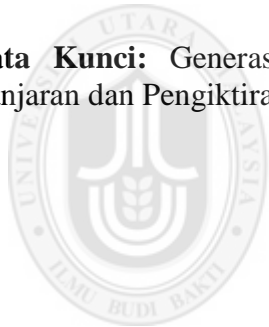


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## ABSTRAK

Motivasi pekerjaan merupakan factor penting bagi meningkatkan prestasi pekerja dan mengekalkan pekerja yang cemerlang dan berbakat ke arah mencapai sasaran organisasi. Matlmat kajian ini adalah untuk mengenalpasti factor-faktor yang mempengaruhi motivasi pekerjaan generasi Y yang bekerja di sektor koperasi. Kajian ini dibuat menggunakan kaedah kaji selidik yang mana sebanyak 220 borang soal selidik telah diagihkan kepada generasi Y yang bekerja di koperasi apeks dan sebanyak 181 maklumbalas telah diterima. Keputusan kajian telah dianalisa menggunakan Sistem *Statistical Package for Social Science (SPSS)* Versi 22.0. Daripada data yang telah dianalisa, didapati hanya satu daripada tiga faktor iaitu Hubungan dengan Pengurus, mempunyai hubungan yang ketara dengan motivasi pekerjaan responden. Manakala dua lagi faktor iaitu keseimbangan budaya kerja dan ganjaran dan pengiktirafan tidak mempengaruhi motivasi pekerjaan. Batasan dan kekurangan dalam kajian ini bersama cadangan untuk kajian masa hadapan dan untuk meningkatkan motivasi pekerjaan generasi Y di sector koperasi telah dibincangkan.

**Kata Kunci:** Generasi Y, Motivasi Pekerjaan, Kesimbangan Budaya Kerja, Ganjaran dan Pengiktirafan, Hubungan dengan Pengurus, Koperasi.



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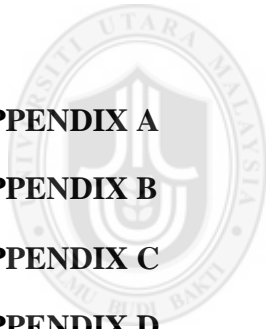
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**APPENDIX A**

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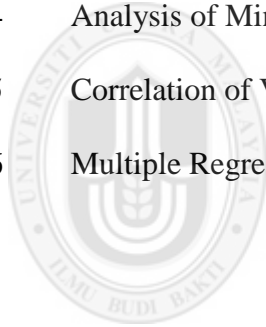
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# CHAPTER 1

## INTRODUCTION

### 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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