

UNIVERSITI TEKNOLOGI MARA

**FACTOR INFLUENCING THE
PREFERENCES OF
GENERATION Y
TOWARDS
WORKING AT REMOTE AREA:
CASE STUDY AT MURUM
HYDROELECTRIC PLANT,
SARAWAK ENERGY
BERHAD**

DAISY JAMES

Dissertation submitted in fulfillment
of the requirements for the degree of
Executive Master Of Administrative Science

**Faculty Of Administrative Science And Policy
Studies**

August 2019

CONFIRMATION BY PANEL OF EXAMINERS

I certify that a Panel of Examiners has met on 25th May 2019 to conduct the final examination of Daisy James in her **Executive Master Of Administrative Science** thesis entitled “Factor Influencing the Preference of Generation Y Towards Working at Remote Area: Case Study at Murum Hydroelectric Plant, Sarawak Energy Berhad” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiner recommends that the student be awarded the relevant degree. The Panel of Examiners was as follows:

Dr Nadrawina Isnin
Faculty of Administrative Science and
Policy Studies
Universiti Teknologi MARA
(Internal Examiner)

Aisyah Kassim
Faculty of Administrative Science and
Policy Studies
Universiti Teknologi MARA

Supervisors:

Nursuria Binti Mahrif
Faculty of Administrative Science
and Policy Studies
Universiti Teknologi MARA

**PROF SR TS DR HAJI ABDUL
HADI HAJI NAWAWI**

Dean
Institute of Graduates Studies
Universiti Teknologi MARA
Date: 8 August 2019

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Daisy James

Student I.D. No. : 2017890082

Programme : Executive Master Of Administrative Science
(Administrative Science) – AM770

Faculty : Administrative Science and Policy Studies

Dissertation Title : Factor Influencing the Preferences of Generation Y
Towards Working at Remote Area: Case Study at
Murum Hydroelectric Plant, Sarawak Energy Berhad

Signature of Student :

Date : August 2019

ABSTRACT

As baby boomers exit the workforce and Generation Y are here already and they will be a force in the next 20 years. As generation evolve, value, attitudes, mindsets and behaviour change, and same goes to the work preferences. Since Generation Y has become widespread, regardless among marketers and employers it is necessary to pay attention to this particular cohort generation especially towards the factors that influence the working preferences such as organizational attractiveness, work values and job satisfaction and digitalization and technology practices. This research aim to study the factors influencing the Preference among eighty five (85) staff (the Generation Y) towards Working at the Remote Area (Murum Hydroelectric Plant). The study structured use extensive literature review to explore factor influencing the preference of generation Y towards working at remote areas by collected data based on questionnaire distributed and analyse using predictive analytic software which know as Statistical Package for Social Science Software (SPSS). This study will provide inside on the relationship of all the factors that contribute to the preferences of Generation Y that opted to work at remote area (Murum Hydroelectric Plant). Finding of this study may assist the organization to identify and implies the needs (preferences) of the affected staff that working in hydro plant.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER ONE: INTRODUCTION	1
1.1 Chapter Review	1
1.2 Background of Study	2
1.3 Problem Statement	3
1.4 Research Objectives	4
1.5 Research Questions	4
1.5.1 Research Question 1	4
1.5.2 Research Question 2	4
1.5.3 Research Question 3	5
1.6 Research Hypotheses	5
1.6.1 Research Hypotheses 1	5
1.6.2 Research Hypotheses 2	5
1.6.3 Research Hypotheses 3	5
1.7 Significance of Study	5
1.7.1 Policymakers of the State	5
1.7.2 Stakeholders	6
1.7.3 Academician	6
1.7.4 Future Research	6
1.8 Scope of Reseach	7