



**THE FACTORS AFFECT GENERATION Y COMMITMENT TOWARDS
ORGANIZATION**

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ABSTRACT

Organizational commitment is a key element towards a sustainable competitive advantage. Noe, (2017) stated a sustainable competitive advantage can be depending on the asset such as human capital and according to Malaysia Department Statistical (2011), generation Y is the sources of competitive advantage nowadays. So, the organization need to be concern that generation Y is the valuable asset for the organization to become successful. This research investigates the factors affect generation Y commitment towards organization and this study used the main data collection method by using the survey of questionnaires from the generation Y employee in Menara TM ONE. The sample size of 115 was chosen using convenience sampling. The findings of this study of independent variables, job satisfaction and work life balance has supported the hypothesis and significantly related with the organizational commitment which is the dependent variable. To be conclude, the organization need to take care the needs of generation Y employee in the future so that they can maintain their commitment towards organization. While for the future study, it is recommended for the researcher to consider other variables so that R2 value will increase.