

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF GEN Y EMPLOYEES
WORKING ATTITUDES TOWARDS TURNOVER
INTENTION**

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ABSTRACT

The purpose of this study is to access the Determinants of Gen Y Employee Working Attitudes towards Turnover Intention. The variables identified are Monetary Compensation, Work Life Balance, Digital Technology and Work Environment. The respondents participated in this study were a total sample size of 375 respondents namely Gen Y employees in Shah Alam, Selangor. Meanwhile, questionnaires have been used as the method to collect all the data from sample respondents. This study refers to primary and secondary data for supporting the sampling technique. While for analyzing the data, factor analysis, mean point value, correlation analysis, and multiple regressions have been used in this study. The findings shows that Monetary Compensation, Work life Balance and Work Environment determine the Gen Y employee's turnover intention. However, digital technology does not contribute in the determination of Gen Y Employee's Turnover Intention. On the other hand, the most influential factor is monetary compensation as it showed highest Beta value as compared o to other variables. This study concluded that Gen Y employees in this study do have slightly low level of turnover intention. Hence, HR Management are facing challenges in retaining Gen Y employees in the organization.

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CHAPTER 1

INTRODUCTION

1.0 Foreword

This chapter will explain on the behavior of Gen Y employees in workplace. Apart from that, it will also stresses on the factor that determine Gen Y work attitudes. Later, the discussion of problem statement, research question as well as research objectives. Then it will be followed by scope of study and significant of study. The lasts section of this study will be explaining on the definition of key terms that will be using in this study.

1.1 Background of Study

Generation Y are basically the new generation who were born between 1980's and 1990's or also known as the millennial generation (Saa'ban, et.al, 2013). Stewart, et.al (2013) describes in other terms the generation Y as those people who are already joining the labor force age from 20-40 years old. This millennials portrays different characteristics and behavior among of all the generations namely baby boomers and generation X. Mihaela and Cristina (2016) found that Generation Y employees having high expectations towards their work values, motivation, satisfaction and work engagement as they are seeking for constant performance feedback. Apart from that, (Hobart, n.d) explained in his paper regarding the top five myth in describing generation Y as lazy, being disloyal, being spoiled, selfish and demanding instant satisfaction. In addition, this study used the definition of Gen Y employees ranging from 20-40 years old defined by Stewart, et.al (2013).

However, generally, Generation Y can be characterized in few different characteristics as most of studies found the same findings towards them. Firstly, they are the generation who was born in and grown up in technological advancement that makes them technological savvy (Saa'Ban, et.al, 2013). Eventually, this generation cannot live without technology as it have become part of their life that makes them connected virtually