



ENGAGEMENT AMONG GENERATION Y (GEN Y) EMPLOYEES
AT ISKANDAR REGIONAL DEVELOPMENT AUTHORITY (IRDA)

NALYSSA AZREEN BINTI MOHAMAD AWAL
2011444708

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOUR (HUMAN RESOURCE MANAGEMENT)
FACULTY BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JANUARY 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOUR (HUMAN RESOURCE MANAGEMENT)
FACULTY BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
(DECLARATION OF ORIGINAL WORK)

I, Nalyssa Azreen Binti Mohamad Awal, I/C Number: 900516-01-6622

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

8th January 2014

The Head of Program
Bachelor (Hons) Human Resource Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **“Engagement among Generation Y Employees at Iskandar Regional Development Authority”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NALYSSA AZREEN BINTI MOHAMAD AWAL
2011444708
Bachelor (HONS) Human Resource Management

TABLE OF CONTENT

	PAGES
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLE	vii
LIST OF FIGURE	viii
ABSTRACT	ix
<u>CHAPTER 1</u>	
INTRODUCTION	
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVE	4
1.4 RESEARCH QUESTION	5
1.5 LIMITATION OF STUDY	5
1.8 SCOPE OF STUDY	6
1.9 DEFINITION OF TERM	6
<u>CHAPTER 2</u>	
LITERATURE REVIEW	
2.1 ENGAGEMENT AMONG GEN Y EMPLOYEES	8
2.2 COMMUNICATION	11
2.3 CAREER DEVELOPMENT	14
2.4 WORK-LIFE BALANCE	16
2.5 THEORETICAL FRAMEWORK	19
2.6 HYPOTHESIS	19
<u>CHAPTER 3</u>	
METHODOLOGY	
3.1 RESEARCH DESIGN	20
3.1.1 Purpose of Study	20
3.1.2 Type of Investigation	20
3.1.3 Study Setting	20
3.1.4 Unit of Analysis	21
3.1.5 Time Horizon	21
3.2 DATA COLLECTION METHOD	22
3.3 SAMPLING TECHNIQUES	22
3.3.1 Target Population	22
3.3.2 Sampling Size	22
3.3.3 Sampling Method	23
3.4 QUESTIONNAIRES	24
3.5 DATA ANALYSIS METHOD	25
3.5.1 Frequencies	25
3.5.2 Reliability	25

ABSTRACT

“ENGAGEMENT AMONG GENERATION Y (GEN Y) EMPLOYEES AT ISKANDAR REGIONAL DEVELOPMENT AUTHORITY (IRDA)”

To achieve successfulness, organization should have an engagement between employees. For this study, researcher wants to investigate the engagement among Gen Y employees in IRDA. Employees who are committed and actively engaged in their work will give value to the organization. The purpose of this study is to determine factors that influence engagement among Gen Y employees at IRDA. The research focused on Gen Y employees at IRDA. 75 questionnaires were distributed towards the Gen Y employees. The questionnaires were used to obtain data from the respondents. Data was interpreted by using frequencies, reliability, descriptive, correlation and regression analysis.

Keywords: Engagement Employee, Generation Y, Communication, Career Development, Work-life Balance.