

**DETERMINING THE FACTORS THAT MOTIVATE
GENERATION Y IN ORDER TO INCREASE THE EMPLOYEE'S
PERFORMANCE OF PT. ABC IN SURABAYA**



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INTERNSHIP REPORT

Addressed to

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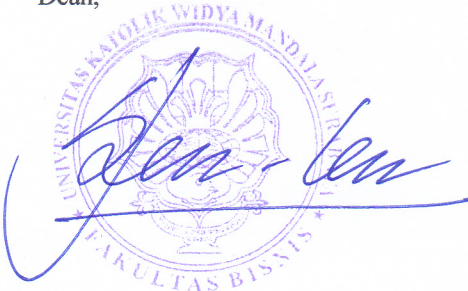
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FOREWORDS

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Author

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Determining the Factors that Motivate Generation Y in order to Increase the Employee's Performance of PT. ABC in Surabaya

ABSTRACT

The purpose of this research is to determine the factors that motivate Generation Y in order to increase the employee's performance of PT ABC in Surabaya. This research design used is qualitative methodology which is using the semi-structured interview. The total informants in this research are 5 persons who work in PT ABC, under the Department of HRD, 23-37 years old, and the position is minimum as a staff. The data collection method is gained by interview as a primary source to collect the data.

The data analysis technique in this research used descriptive research which is according to exploratory nature of the study. The result stated that motivation factors of Generation Y's employees in PT ABC to increase the job performance are salary, bonus/ reward, work-environment, and work-partners. Then demotivation factors of Generation Y's employees in PT ABC are small salary, superior condition, work conditions such as overtime, routine task, and six days work.

Keywords: Motivation, Generation Y, Job Performance.

Determining the Factors that Motivate Generation Y in order to Increase the Employee's Performance of PT. ABC in Surabaya

ABSTRACT

Tujuan dari penelitian ini adalah untuk menentukan faktor-faktor yang memotivasi Generasi Y dalam rangka meningkatkan kinerja karyawan dalam PT ABC di Surabaya. Model penelitian ini menggunakan metode kualitatif yang menyertakan wawancara semi-struktur. Keseluruhan narasumber dalam penelitian ini berjumlah 5 orang yang bekerja di PT ABC, di bawah divisi Sumber Daya Manusia, berusia 23-37 tahun, dan posisi minimal sebagai seorang karyawan (staff). Metode pengumpulan data yang digunakan dalam penelitian ini dikumpulkan dengan wawancara sebagai data primer.

Teknik analisis data yang digunakan berupa penelitian deskriptif yang berdasarkan pembelajaran eksplorasi alami. Hasil penelitian ini mengatakan bahwa faktor-faktor yang memotivasi karyawan generasi Y di PT ABC untuk meningkatkan kinerja karyawan adalah gaji, bonus/penghargaan, lingkungan kerja dalam perusahaan, dan rekan kerja. Faktor-faktor yang tidak memotivasi karyawan generasi Y dalam meningkatkan kinerja adalah gaji yang kecil, kondisi atasan, kondisi kerja seperti lembur, pekerjaan yang rutinitas, dan masa 6 hari kerja dalam satu minggu.

Kata Kunci: Motivasi, Generasi Y, Kinerja Karyawan.