

## GENERATION DIVERSITY AND JOB SATISFACTION AT UNIVERSITI MALAYSIA SABAH

AISHAH BINTI TAMBY OMAR

Lecturer, Centre for the Promotion of Knowledge and Language Learning, University Malaysia Sabah, Malaysia

### ABSTRACT

Workforce diversity in organizations is often being highlighted in 21st century organization. One of the elements about workforce diversity is the generational differences. Each generation has their own values, beliefs and opinions in daily life. Meanwhile, in a workplace, each generation provides a different view to the work performed. Therefore, the managers should aware of each generation's behavior because it can contribute to their job satisfaction. This study examines the difference relating to employee job satisfaction across Traditional, Baby Boomers, Generation X and Generation Y in the perception of payments, promotion, supervision, additional benefits, contingent rewards, operating conditions, coworkers, nature of work and communication. 106 employees were drawn randomly from University Malaysia Sabah. They were selected because they possess the information required by this study. Data was analyzed using SPSS (Statistical Package for Social Sciences). The results demonstrated that there is no difference relating to employee job satisfaction across Traditional, Baby Boomers, Generation X and Generation Y in the perception of payments, promotion, supervision, additional benefits, contingent rewards, operating conditions, coworkers, nature of work and communication. This paper provides an insight into how the generational groups think about their satisfaction in workplace. Thus, it will be able to form a team and reduce conflict within the organization.

**KEYWORDS:** Generation Diversity, Job Satisfaction



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