

The Impact of X and Y Generation Difference on Employee Motivation

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The purpose of this research paper is to assess the impact of X and Y generation difference on employee motivation in ABC Private Hospital. In this study, X and Y generation difference was taken as the independent variable and employee motivation was taken as the dependent variable and assess the impact of the generation difference on five motivation factors from the Herzberg Motivation Theory; Growth, Achievements, Job Itself, Recognition and Advancement Motivation. The main objective of the study is to assess the impact of X and Y generation difference on employee motivation. There are five specific objectives and six hypotheses were developed in this study. The data was collected from 50 back office staff members from the hospital by using the convenient sampling technique. A structured questionnaire was distributed to collect primary data and the data was analyzed using the Independent Sample T Test. The study revealed that there is a difference of each generation's motivation factors. X generation employees prefer Achievement motivation while the Y generation employees prefer Job Itself motivation. It is recommended that the employer should have a sound knowledge on each generation's preference and should satisfy two distinct generations according to their preference in order to retain them for a long time.

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