

ABSTRACT

Every time a new generation enters the workforce, it attracts a lot of attention from both academics and practitioners who aim to understand the new generation. Generation Z was born between 1997 and 2012, an era in which information technology developed rapidly. This generation has entered the workforce and is starting to dominate the workforce. Companies that want to attract talents from Generation Z must understand their needs. The purpose of this study is to identify and explore the expectations of Generation Z members regarding their future work motivation factors. This study will provide new insights for employers about what drives this generation and what they are looking for in their chosen company and can be a starting point for making the recruitment process more effective in the future.

The research method in this study uses a phenomenological qualitative research method. The research respondents were taken from several graduates of several universities in Indonesia.

Based on the findings, it was found that Generation Z's expectations are related to a comfortable work environment, rewards that are in accordance with job responsibilities, jobs that are in accordance with their educational background and skills. Generation Z expects supportive superiors who are able to encourage creativity, innovation, and collaboration among team members. They hope to contribute and grow with the company. Furthermore, companies and educational institutions can collaborate to not only form Generation Z ready to work, but also ready to bring positive change to the work environment and society.

Keywords: Generation Z, Work Motivation, Qualitative Study.

