

**THE RELATIONSHIP BETWEEN CHARACTERISTICS OF GENERATION Y, JOB ENGAGEMENT, JOB SATISFACTION AND JOB PERFORMANCE**

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**ABSTRACT**

The research purposes is to examine the relationships between characteristics of Gen Y (goal achievement oriented, group work and collaboration, values work and family balance, values intelligence and innovation, digital natives, and strong sense of morality) and job performance via job engagement and job satisfaction. The model is verified using data collected from mail survey questionnaires of 311 Gen Y in both public and private organization in Thailand. The effects of OLS regression analysis reveal that characteristics of Gen Y have a partial significant influence on job performance through job engagement and job satisfaction. However, unexpectedly, the findings reveal that goal achievement oriented does not influence any relationships. Potential discussion with the research results is effectively implemented in the research. Contributions, conclusion and directions of the future research are highlighted.

Keywords: *Characteristics of Gen Y, Goal Achievement Oriented, Group Work and Collaboration, Values Work and Family Balance, Values Intelligence and Innovation, Digital Natives, Strong Sense of Morality, Job Engagement, Job Satisfaction*