

CHAPTER 5

Conclusion and Recommendation

This chapter the researcher will conclude all of the results and findings towards this research on the effect of motivation and job performance for millennial generation within E-Commerce industry in Jakarta. The researcher also provides the managerial implications of the study in the main research findings. It also will be useful for E-Commerce industry on how they could see the behavior of millennial generation towards their motivation on their job performance. Limitation of this research will also explain in details and also recommendations for the future provided to conduct further research in the same are.

5.1 Research Findings

RQ1: How does individual needs for millennial generation positively influence their job performance in E-Commerce industry?

According the researcher findings based on chapter 4, there are positive influences between individual needs their job performance in E-Commerce industry since most of the respondents need a comfortable environment, paid their salary on time, and appreciation towards their work is needed to improve their motivation. According to hierarchy theory of needs, individual needs are crucial aspects that need to be fulfilled and be obtained by everyone. It is important for a company to observe and identify the needs of its employees. Therefore, the company will be able to increase the employee's motivation, which led to high performance and work optimization (Haynes, 2008).

RQ2: How does personal preferences for millennial generation positively influence their performance in E-Commerce industry?

According the researcher findings based on chapter 4, there are positive influences between personal preferences their job performance in E-Commerce industry since most of the respondents need to enjoy their work in order to perform better in their tasks given, job promotion will also motivate

the worker to improve their job performance, they encourage to work harder in order to get higher salary, happiness of their accomplishment, and they have to feel comfortable of their job. Working based on their preferences of the employees can maximize their potential, as the employees are working that is preferred by them as in surroundings, and environment effect of the office (Lam et al., 2002).

RQ3: How does work environment for millennial generation positively influence their job performance in E-Commerce industry?

According the researcher findings based on chapter 4, there are positive influences between working environment their job performance in E-Commerce industry since most of the respondents need proper training to motivate their work, gain trust and respect with their co-worker will increase their motivation, maintain good relationship and harmony with subordinate will improve their motivation, and comfortable and safety environment will satisfy the employees. A good workplace environment affects the productivity, comfort, morale, and engagement of the employees, which led to the motivation and employee's performance (Ollukkaran & Gunaseelan, 2012).

RQ4: How does tech-savvy for millennial generation positively influence their job performance in E-Commerce industry?

According the researcher findings based on chapter 4, there are positive influences between tech-savvy their job performance in E-Commerce industry since most of the respondents need understanding on technology to help them do their daily task, It is also important for employees to keep up with technology growth, technology become very handy on daily task, and they can finish faster and better with the help of technology. Millennial is the generation that has the biggest involvement in the technology era. Therefore,

it is called tech-savvy or generation of technology (Heywood & Elsworth, 2007., McNamara, 2006., Prensky, 2001).

5.2. Managerial Implication

E-Commerce is one of the most popular industries to work for millennial generation based on this research. Those 5 factors are influencing their job performances. Individual needs are important for millennial that is working for e-commerce, based on the answer of the respondents. There are things that could be improve in e-commerce industry to make the millennial generation more comfortable, paid their salary on time, and appreciation towards their work is needed to improve their motivation. Personal preferences are also important since most of the respondents need to enjoy their work in order to perform better in their tasks given, job promotion will also motivate the worker to improve their job performance, they encourage to work harder in order to get higher salary, happiness of their accomplishment, and they have to feel comfortable of their job. Working environment also important because they proper training to motivate their work, gain trust and respect with their co-worker will increase their motivation, maintain good relationship and harmony with subordinate will improve their motivation, and comfortable and safety environment will satisfy the employees. Lastly, tech-savvy is the other important factor that influencing millennial since they need understanding on technology to help them do their daily task, It is also important for employees to keep up with technology growth, technology become very handy on daily task, and they can finish faster and better with the help of technology. All of those factors or variables need to be improve by E-Commerce industry in

order to increase the motivation of their employees that will affect their job performances to perform better in their work.

5.3 Limitation of current research

Limited Number of Respondents

This study is only focusing on millennial generation or generation Y, and it will influence the discovery of the population. These study will may be much difference on the result if it involves more generations such as generation X, and also baby boomer generations. The more generation is involved in this findings, could be more accurate in the results.

Technical Difficulties

During this research, the researcher using offline survey for respondent to fulfill the questionnaire. If the researcher using online survey, it could be easier for the researcher to spread out the questionnaire, because it reduces the time wasting, and the work will be more efficient.

Lack of Respondents Variability

Most of the respondents that fill out the questionnaire were ranging from age 20-25 years old. Only few respondents from age 26-30, 31-35, 36-40 was filling out the questionnaire. Furthermore, there slightly difference point of view between the variety age ranges that have been mentioned before, even though they are all from millennial generation. However, the results will be more accurate if the respondents are equally balance.

5.3 Future Research Recommendations

There are some several researches for the future recommendation to the readers or future research in order to add more value for the topic that related to this kind of study. Which can be used for better purposes in E-Commerce industry. The recommendations are stated below.

More Respondents

The total of respondents for the current research is only involving 150 respondents. More number of respondents is recommended for better result on the findings. The researcher also conducts the research only within Jakarta area. It does not guarantee that E-Commerce worker are only came from Jakarta. For future research it also recommended the dig in another big cities in Indonesia such as Bali, Bandung, or Surabaya in order to collect more data variability, so the will be much more even accurate.

Increasing the Number and Variety of Responding

By increasing the number of respondents as well as the variety, the study might be more accurate in answering the problem motivates purchase on luxuries. Moreover, by taking into account consumer differences based on difference population such as generation X populations, generation baby boomers' populations, it is possible to widen the scope of the future research.