Analysis Characteristic and Motivator Factor of Generation Y Employee in PT. BANK KIT

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Abstract

PT. BANK KIT is one of the state-owned enterprises biggest assets in Indonesia. The achievement was supported by all workers which is growing significantly in the last five years, until now the number has exceeded 120 thousand people. The number of workers is dominated by Generation Y with an age range of 20 – 35 years old. On this approach, the emphasis is on increasing the productivity of human resources, especially Generation Y workers because besides the amount that dominates, is also a top management candidates within a period of 5 – 10 years to come. Literature study introduce Generation Y as a generation with an a high average level of education and has great potential, but they require special treatment in motivation. This research aims to identify the characteristics of Generation Y workers in BANK KIT and the factors that influence the motivation at work. This research used focus group discussion/FGD approach to understand Generation Y. Theme produced in FGD confirmed by confirmatory factor analysis. Study results showed that the factors that have the greatest influence on the motivation of Generation Y in BANK KIT is worklife balance and the factors that have lowest influence is responsibility and authority.

Keywords: Generation Y, PT. BANK KIT, motivation

1. Introduction

PT. BANK KIT or BANK KIT is one of the largest state-owned enterprises with total assets of Rp. 781 trillion and profit of Rp. 24.6 trillion as of December 31, 2014. The growth has been supported by all BANK KIT employees both permanent, contract, or outsourced. BANK KIT performance growth showed a significant increase over the last 5 years. Currently, the number of workers in BANK KIT is 127,881 people spread over 10,000 units throughout Indonesia. If the groups of workers are classified by year of birth, 84% of workers in BANK KIT is currently dominated by workers who come from Generation Y, that are workers with birth years 1980 to 1995 or who are currently aged 20-35 yrs, and the remaining 12% is derived from the workers generation X with birth years 1965-1979, and as much as 4% of the workers who come from generations of baby boomers with the year of birth from 1946 to 1964. Added new workers who come from Generation Y in significant numbers, making the implications to increase labor costs, but on the other hand in the last three years labor productivity in terms of income per labor costs actually experienced a decrease trend.

Dulin (2005) and Wong et al (2008) found evidence that there is a difference between Generation Y and other generations in the workplace. The difference is on the characteristics and motivation. The presence of Generation Y with unique pattern of work has been a source of change in atmosphere and work patterns in the world of work, employers appeared to be struggling to find out everything about Generation Y (Raines 2002). Although members of Generation Y in the labor force, they did not start and immediately achieve the best performance in the workplace (Smola and Sutton 2002; Sujansky 2004). As a result, management may need to understand the unique needs of Generation Y.

Based on initial observations it appears that policies, rules and governance, associated with recruitment to retirement of HR Management in BANK KIT are still using a development pattern that is general as well as generation of workers has not noticed a difference. That is partly can be caused by the absence of confidence that the system characteristics or values (values) which is owned by Generation Y workers differ and thus require different HR policies. Generation Y in general have the highest level of education than previous generations, in their work tend to place greater value on intrinsic aspects of the job and self-actualization (Taylor and Thompson in Monroe, 2010).

For that we need to do more research to understand the general characteristics of Generation Y employees at BANK KIT and the appropriate motivation to trigger labor productivity, given the current number of Generation Y employees dominate and also be a candidate to replace the management company within a period of 5-10 years to come , Thus the question that the problem of this research is (1) How common characteristics of Generation Y employees at BANK KIT ?; (2) How Generation Y worker productivity in BANK KIT ?; (3) What are the factors that influence the motivation of Generation Y employees at BANK KIT?

The purpose of this study is (1) to analyze the general characteristics of Generation Y employees in BANK KIT; (2) Analyze the Generation Y worker productivity in BANK KIT; (3) Analyze the factors that influence the motivation of Generation Y workers in BANK KIT.

Limited availability of literature and academic research related to the topic of Generation Y in Indonesia limiting researchers in obtaining a definition of Generation Y in Indonesia. Therefore, in this thesis criteria of Generation Y in Indonesia assumed to be equal to Generation Y in the United States, Europe, and Australia to follow the concept of collective memory that is common to this generation as a consequence of their exposure to technology and information is high (Fernandez, 2009; Howe and Strauss 2000; Morris 2011; Tapscott 2009). However, if exposure to the technology which is used as a reference in determining the birth year of this generation, then Indonesia can not follow the reference year used by demographers America, Europe and Australia in view of the disparity of telecommunications infrastructure so as to make the exposure technology in Indonesia late if compared with those countries.

To BANK KITdge these two Lunt (2014) to build the additional assumption that by developing a collective understanding of memory (CM) on independent events in Indonesia which directly has a strong influence on the way of thinking and behaving because of this incident occurs in adolescence Generation Y. Gen -Genesis as listed in table 1 occurs when Generation Y are in junior high / high school, and when at the same time openness to information becomes a necessity for the development of media technology has implications for the appearance of the same mindset and perception among Generation Y in Indonesia compared with Generation Y in other developed countries. Using this assumption as a determinant of birth year of this generation, the Generation Y set in Indonesia are those born in the period between 1985 until 1995 but specifically underlines the necessity exposure to technology and informatics as a major part of their lives. Therefore, those born in the period of 1985-1995 but not exposed to information technology, such as those in the remote region of Indonesia can not be categorized as Generation Y who have dominant traits as a marker of Generation Y.

2. Research Methods

The data used in this study are primary data and secondary data related to this study. The primary data obtained through filling questionnaires, focus group discussions / Focus Group Discussion (FGD), and In Depth Interview (IDI). Secondary data were obtained from PT. BANK KIT (Persero) Tbk., PT annual report. BANK KIT (Persero) Tbk., And various sources of literature, such as books, journals, Internet literature, as well as the report issued by the agency or agencies associated with this research. The types and sources of data that will be used in this study, in detail can be seen in Table 2.

Table 2. Types and sources of data

Type of Data	Sources of Data
1. Primary Data	
Questionnaire	Staff Spread Across 10 Directorates in Headquarter of PT. BANK KIT (Persero) Tbk.
Focus Group Discussion (FGD)	Staff and Manager in Headquarters of PT. BANK KIT (Persero) Tbk.
In Depth Interview (IDI)	Management in Human Capital Policies and Development of PT. BANK KIT (Persero) Tbk.
2. Secondary Data	
The composition of the number of workers in PT. BANK KIT (Persero) Tbk. and Employee's productivity in PT. BANK KIT (Persero) Tbk.	Human Capital Directory PT. BANK KIT (Persero) Tbk.
	Annual Report PT. BANK KIT (Persero) Tbk.
Other data	Literature Study, such as books, Journals, internet, other report from related institutions or agencies

In this study, data were collected by interview through a questionnaire distributed via worker's email, Focus Group Discussion (FGD), In Depth Interview (IDI) with HR management experts at PT. BANK KIT (Persero) Tbk.

To determine the sample that will be used in this study, author used purposive sampling techniques, which are based on certain considerations including, Generation Y respondents who were employed at PT. BANK KIT (Persero) Tbk. grouped by year of birth, have a minimum education level of S1, and relatively close with technology (internet). Details of the respondents described as follows:

No.	Respondent	Amount (People)
1.	Staff in Headquarters of PT. BANK KIT (Persero) Tbk.	@20 respondent in 10 directorates in Headquarter of PT. BANK KIT (Persero) Tbk.
	Total Respondent	200 respondent

The variables used in this study is observable (latent). These variables can only be observed indirectly and imperfectly through its effect on the indicator (Ariefiani, 2012). This study is a cross-sectional exploratory done in three (3) stages: theoretical analysis, situational analysis, and policy analysis, with the following

description:

The theoretical analysis to define Generation Y workers at PT. BANK KIT With the approach of demographic theories used in the literature about Generation Y in the US and Europe. In this stage, the literature related to the generation Y is used as one tool to define Generation Y in PT. BANK KIT

The situational analysis to BANK KITng the dominant character of generation Y workers were used as the basis of information to recommend appropriate motivation for Generation Y workers in BANK KIT. At this stage the use of 2 (two) approaches, namely:

Focus Group Discussion (FGD), frame the question that will be used in the FGD built from literature about the characteristics domian of generation y. In this phase of preliminary description of the general characteristics of Generation Y workers at PT. BANK KIT will be documented. FGD involving 20 respondents. Determination of 20 respondents in the FGD FGD accordance with the procedure as mentioned by Koentjoro (2005: 7) that as a method of data collection in social research, the FGDs were conducted in three to five groups, each consisting of four to seven people. In this study conducted four focus group with five participants in each group. Participants came from three Division in the Directorate of Human Capital PT. BANK KIT (Persero) Tbk. which is considered to represent and understand the characteristics and management of gene y in PT. BANK KIT (Persero) Tbk. the Division of Policy and Human Resources Development (KPS), Division of Management and Outsourcing Contract Workers (PKO), and HR Operations Division. The participants are gen y workers recruited through management development program with a program called Staff Development Program (PPS) BANK KIT has worked at PT. BANK KIT (Persero) Tbk. for more than a year. This profile selection for the gene y recruited through PPS BANK KIT program is workers who have dikader to become future leaders of PT. BANK KIT (Persero) Tbk. in the future, has been undergoing a comprehensive education program during the early years, and on average has a conceptual and analytical capabilities to better represent his generation.

Confirmatory Factor Analysis (CFA) is a multivariate analysis technique to examine the relationship of empirical indicators and variables to confirm the suitability of the indicators and variables (Ferdinand in Irving, 2013). CFA is done to confirm and calibrate the results obtained from the FGD with the view of respondents is greater. Based on the results of focus group concluded there are four main characteristics of Generation Y in PT. BANK KIT (Persero) Tbk. which needs to be confirmed by the CFA, namely: (1) the similarities between the behavior of Generation Y workers in BANK KIT with Generation Y in the US and Europe in terms of proximity to the applied technology and communication are open and frontal; (2) increasing the priority on a balance between work and private life (work-life-balance); (3) the existence of demands for a figure who will be the leader tergadap gen y; (4) want a fair assessment and recognition for the work performed.

CFA will confirm and calibrate the results / FGD theme that has been done by using a questionnaire that was built with a theme that is produced in the FGD. The purpose of this approach is to measure the reliability and validity of the themes produced in FGD, with the validity and reliability of the questionnaire. A questionnaire involving 200 respondents staff of the headquarters of PT. BANK KIT selected with purposive approach.

The scale of measurement using a Likert scale given the results of primary data is qualitative data and thus require pengkuatitatifan process data derived from qualitative data. According Ghozali (2005), used Likert scale transform and measure attitudes, opinions, and perceptions of individuals or groups to measure a social phenomenon, hereinafter called the study variables. Likert scale used in this study consisted of four alternative choice of attitude (perception) with gradations from very positive to very negative, namely (1) Strongly disagree; (2) Disagree; (3) Agree; (4) Strongly agree. Data generated by the Likert scale is ordinal data. Ordinal data are classified and the classification is already a matter of degree. Strongly agree must have been higher than agreed, and so on. While scoring method using numbers one to four only is the code to find out which one is higher and which is lower

Validity and Reliability is the first step undertaken research institute to examine whether it has been worth the questionnaire distributed or not. To test the validity and reliability of the data that does not need much, just a sample of 30 respondents, the data for validity test. The results show that the validity of the questions asked were able to measure what you want researchers measure and reliability testing is to measure the consistency of the question if the question is repeated on the same respondents then jawabnnya will be the same. Here are the test results and reliabilitas.Pada validity of this study using a sample of 30 respondents. If r count larger than r table for n = 30, ie 0361, the question is said to be valid. Using Cronbach alpha reliability test, if the Cronbach alpha values greater than the cut value of 0.6 then the question is said to have been reliable.

Based on Validity and Reliability of test results, obtained r value or correlation count is greater than r table for n = 30 with alpha 5% for 0361 so that all valid questions. Lebi Cronbach alpha value greater than the cut value of 0.60 then said to be reliable. It can be concluded that the question has been able to measure the variables and the respondents are consistently able to answer the question properly.To see how well the fit between the data model to test the appropriateness or goodness of fitness (GOF). Use of Root Mean Square Error of Approximation (RMSEA) as the most informative indicator aims to measure the deviation parameter values in a model with a covariance matrix of the population (Kusnendi, 2008). Based on the results of Goodness of Fit (GOF), generally

the model meets the test criteria of absolute fit model. Thus the model generated GOF feasible and acceptable to the FGD results and questionnaire are confirmed in this test are those that represent the gene y in PT. BANK KIT (Persero) Tbk.

3. Result

Worker's Productivity of Generation Y in BANK KIT in the past three years (permanent, contract, and outsourced) which calculated by measuring the earnings per number of workers, look flat and even declining trend (Figure 4). Furthermore, the calculation of labor productivity in terms of earnings per HR costs which include labor costs (BTK), the cost of outsourcing services and the cost of education, it can be seen that in the last three years, productivity experienced a downward trend (Figure 1). Increase the number of workers experience relatively strong from years 2010-2014 were almost entirely from Generation Y employees, it is not directly proportional to the increase in productivity.
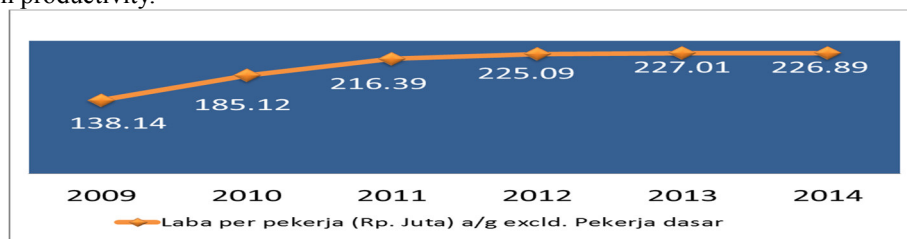

Figure 1. Earning per Number of Workers (Rp. Mio) PT. BANK KIT (Persero) Tbk. Year 2007 – 2014

Compared to five years earlier, in 2014, number of worker's growth has not been matched by growth in corporate earnings is shown with more downs earnings per worker compared to the growth in the number of workers in 2014. Growth earnings show a decline from year to year, but the growth in the number of workers on an upward trend (Picture 2).

Figure 2. Growth Earning Per Number of Workers in PT. BANK KIT (Persero) Tbk.
Year 2007 – 2014

Characteristics of Generation Y Employee in BANK KIT

Situational Analysis to see the general characteristics of Generation Y in PT. BANK KIT (Persero) Tbk. conducted through focus group discussion (FGD) involving 20 participants. All participants, in the stage of Generation Y FGD meet the criteria specified is born in 1980-1995 (20-35 years old), and the study did not distinguish between the level of education of participants considering all respondents are entry level workers with the Staff Development Program (PPS) BANK KIT S1 education.

The participants came from three Division in the Directorate of Human Capital BANK KIT considered to represent and understand the characteristics and how the Division of Policy and Human Resources Development, Division of Management and Outsourcing Contract Workers, and HR Operations Division in BANK KIT manage the Generation Y. At the request of the respondent, the participant's name is not displayed. The result of the FGD shows that, there are five dominant characteristics at the core conclusion FGD namely, Generation Y has a closeness with the technology to support their work, have an open style of communication, wanting assessment and fair recognition for the work performed, wanting a cooperative tops, and worklife balance.

FGD confirmed the existence of similar characteristics in terms of open communication style and their closeness to the technology. Mastery of technology mainly on electronic instruments, gadgets and systems become commonplace for Generation Y that have an impact on the outlook of the generation Y that prefers outcomes rather than processes. FGD did not dismiss the Generation Y dependence on technology. The condition is often brought the assessment of this generation as the generation that instant and spoiled. But FGD stated that its impacts on how this generation is very competitive on getting the good results.

Verbal, open and frontal communication styles, is another thing that is a hallmark of generation Y. This makes Generation Y is generally more daring in delivering opinion and questioning other people's opinions openly. Generation Y realizes it is often misinterpreted by previous generations as less ethical behavior and impolite. Based

on the discussions at the FGD, Generation Y believes that such a style of communication BANK KITngs its own benefits for them, where they gain clarity during an exchange of information.

FGD confirmed that in general the majority of Generation Y are hungry for recognition. It is a consequence of self-confidence arising from academic ability is quite good which is owned by the average Generation Y and exposure to social media began to grow and grow stronger in the era of their youth, so that the existence of the various aspects of life become a necessity in this generation. This is consistent with the statement that Generation Y has a tendency to focus more on results rather than process.

In FGD emerged code expected by the leader of Generation Y, it means that the competence of the boss will be assessed based on the desired characteristics. It is important for Generation Y to have a leader who has the ability and greater capabilities so that leaders can be a source of questions and learning place for Generation Y. Not only functioning supervision, leaders are expected to provide a lot of new knowledge, directives applicable to solve constraints in the work, as well as an inspiration for Generation Y. it can be interpreted that Generation Y wants leaders who care for the progress and development of subordinates. Generation Y would appreciate a leader who gave the opportunity for learning and self-development accordance with the aspirations. The ability to openly discuss also the point generation Y required for leaders. Leaders are expected to provide comfort in the discussion and freedom of speech.

In FGD stated that Generation Y is willing to contribute more and work hours exceeding the defined rules, but it will be very sensitive when personal time has been scheduled in advance to be disturbed. The personal time including time to do sports and hobbies, even the time to besosialisasi with a community or group of friends.

Factors Affecting Motivation Generation Y employees BANK KIT

The results of these activities further on FGD Factors modeled by factor analysis that is confirmatory factor analysis (CFA) using a questionnaire that was built with a theme that is produced in the FGD. The purpose of this approach is to measure the reliability and validity of the themes produced in FGD. The validity and reliability concepts tested on the latent variables, each of which has 5 indicators, reflected in the composition of question questionnaire (Table 3). The details of the questionnaire respondents in Table 4.

Table 3. Question Formation Questionnaire

No.	Variable	Amount
1	Recognition of Achievement (PTP)	5 indicators
2	Self-Development (PD)	5 indicators
3	Responsibility and Authority (TJK)	5 indicators
4	Leader's Competency (KP)	5 indicators
5	Sallaries and Allowances (GT)	5 indicators
6	Work-life balance (WLB)	5 indicators

Table 4. Number and Percentage of Respondents by sex, marital status, and age

Sex	Marital Status				Age						Amount	
	Married		Not Married		20-24		25-29		30-35			
	n	%	N	%	n	%	n	%	n	%	N	%
Men	45	29	67	44	7	5	92	60	13	8	112	73
Woman	20	13	22	14	7	5	22	14	13	8	42	27
Amount	65	42	89	58	14	10	114	74	26	16	154	100

Based on the results of questionnaires, showed that Generation Y respondents in BANK KIT recognized the importance of the recognition of achievement to increase the motivation of Generation Y, the highest average scores on the indicators four (PTP4), namely competition in the job requires to compete in the office, showed the approval rate of Generation Y on the importance of the recognition of achievement in order to spur and encourage Generation Y to compete in the job (62%). On the indicator five (PTP5) is feedback on the work is needed, showed that no respondents who did not agree with the statement. It shows the importance of giving feedback on work for Generation Y respondents in BANK KIT.

Respondents have a tendency to agree to the five statements of self-development which is visible from the value of the average score on each indicator in this variable. This shows that Generation Y respondents PT. BANK KIT (Persero) Tbk. recognizes the importance of the opportunity to develop themselves in increasing employee motivation Generation Y, the highest average scores on the indicators to one (PD1) that is the opportunity to learn important to Generation Y in order to engage in an enterprise. This data indicates that respondents are generally very much agree that the opportunities for learning can be a reason for Generation Y to engage in a company (70%).

Respondents had a pretty mixed against five statements about the responsibilities and authority are visible from the average value score for each indicator in this variable. This shows that the majority of respondents Generation Y PT. BANK KIT (Persero) Tbk. acknowledges the assignment of responsibilities and authorities, but

others do not assume their responsibility and authority provision. The highest average scores on the indicators to two (TJK 2) is clarity in the job (job description) and its implementation is absolutely out of work, where no respondents who did not agree with the statement.

Generation Y expects a reliable leader who can explain technically and philosophically related to various constraints faced in completing the work, but also can be a charismatic figure, caring, and inspiring and open for the opinion given subordinate. The average value of several indicators in the variable competence of the leader is so large that confirm the importance of the motivation variable for Generation Y. Indicators KP 5 is exemplary of a leader influence work behaviors, show the highest average score is 3.55 which there is no respondents who did not agree with the statement and the overwhelming majority agree with the statement (56%).

In general, salaries and allowances can be a motivation to improve performance in order to be better, but Generation Y did not agree to monetary compensation more important than the convenience of working. This is reflected in the average to low scores on indicators GT 4 (2.2662) is the main monetary compensation more than comfort in the work. But on the other hand, as seen in the average score GT 1 (3.4155) that in general the Generation Y agreed with the statement of salaries and benefits is a major boost to work better (50%).

The average value of each indicator variable worklife balance in general showed a high score of Generation Y, it shows that this variable becomes one of the aspects that need attention from the company. The desire to gain flexibility in the use of private time with professional life becomes important to Generation Y. Indicators that have the highest average score of this variable WLB 2, namely the importance of sports and leisure facilities for Generation Y to balance busy work in the office. The influence of social factors both in the family and from the neighborhood can also influence the decision making of Generation Y are reflected in the average score on this indicator WLB WLB 3 and 5. WLB 3 that Family dominant influence / great for me to make decisions relating to career / job, in general respondents strongly agree with the statement (50%). To WLB 5 that circle friends outside the office have a valid opinion for me to make decisions in your career, the majority of respondents agree with the statement (60%).

To test the suitability of the latent variable measurement model to the observed variables each with a research model to test the suitability of the model by using the 9 (nine) indicators Goodness of Fit Index (GOFI) of output lisrel. GOFI reflect whether the existing data support the research model that has been set. Furthermore, to test the validity and reliability of the data used to test the validity of which can be determined from the value of Standardized Loading factor (SLF). SLF reflect the ability of observed variables in measuring latent variables.

Based on the test results shown that all the observed variables Recognition of achievement (PTP) on the track diagram valid because it has a value of SLF ≥ 0.50 and t is greater than t table (1.96). Good reliability value with the value of CR ≥ 0.70 and VE ≥ 0.50. Indicators of dominant influence on the PTP is PTP1 that every work that has been carried out deserved menghargaan, and the smallest influence is PTP3 which I diligently work for their opportunity to occupy higher positions.

Variables observed Personal Development (PD) on the track diagram valid because it has a value of SLF ≥ 0.50 and t is greater than t table (1.96). Good reliability value with the value of CR ≥ 0.70 and VE ≥ 0.50. Indicators PD5 namely training program helped me in improving the performance of the dominant influence on PD.

All variables observed responsibility and authority (TJK) on the track diagram valid because it has a value of SLF ≥ 0.50 and t is greater than t table (1.96). Good reliability value with the value of CR ≥ 0.70 and VE ≥ 0.50. TJK1 indicator that I'm always involved in the decision making process by my supervisor dominant influence on TJK.

All variables observed competence leader (KP) on the track diagram valid because it has a value of SLF ≥ 0.50 and t is greater than t table (1.96). Good reliability value with the value of CR ≥ 0.70 and VE ≥ 0.50. KP1 indicator that explanation and guidance of leaders are needed in the work dominant influence on KP.

The entire observable variable salary and benefits (GT) on the track diagram valid because it has a value of SLF ≥ 0.50 and t is greater than t table (1.96). Good reliability value with the value of CR ≥ 0.70 and VE ≥ 0.50. Indicators GT3 namely health care benefits to make me more comfortable in working dominant influence on GT.

All variables observed worklife balance (WLB) on the track diagram valid because it has a value of SLF ≥ 0.50 and t is greater than t table (1.96). Good reliability value with the value of CR ≥ 0.70 and VE ≥ 0.50. Family WLB3 indicators that give a dominant influence / great for me to make decisions related to career / job dominant influence on WLB.

Based on the test results The contribution of factors can affect motivation, a great contribution to the achievement of the effect of recognition (PTP) at 0:45 with t 13.86. Values t is greater than t table (1.96) means the recognition of the achievement factor (PTP) significant influence on the motivation factor. Large contributions influence of self-development (PD) at 0:55 with t 13.87. Values t is greater than t table (1.96) means self-development factor (PD) significant to the motivation factor. Great contribution factors influence the responsibility and authority (TJK) at 0:37 with t 12.34. Values t is greater than t table (1.96) means the factor of responsibility and authority (TJK) the significant motivating factor. Large contributions influence of Competence Leader (KP)

of 0.77 with t 19.83. Values t is greater than t table (1.96) means Leader Competence factor (KP) to the significant motivating factor. Large contributions influence of Salaries and Allowances (GT) of 0.70 with the t 19:25 Rated t is greater than t table (1.96) means the Salaries and Allowances factor (GT) of the significant motivating factor. Large contributions influence of Balance Work and personal life / worklife balance (WLB) of 0.74 with the t 20:34 Rated t is greater than t table (1.96) means that factors Balance Work and personal life / worklife balance (WLB) significant of the factors motivation. Factors that have the highest influence on motivation is Balance Work and personal life / worklife balance (WLB) and the lowest factor was the responsibility and authority.

4. Conclusions and recommendations:

This study has limitations dominant characteristics of Generation Y were examined in this study is the generation born between 1980 -1995 (aged 20-35 years) with some of the criteria adopted from some literature Generation Y in the United States, Europe, and Australia. Exposure information technology be the deciding factor in giving the Generation Y limitation in this study, where they were born during this time, but do not have adequate access and proximity to the technology does not fall within Generation Y.

Based on the Focus Group Discussion (FGD) with Generation Y employees at BANK KIT, there are five dominant traits are at the core of FGD conclusion, namely, Generation Y has a closeness with the technology to support the work, have an open communication style, want the assessment and recognition fair for the work performed, tops cooperative, as well as their worklife balance.

The results of the subsequent FGD activities modeled by factor analysis that confirmatory factor analysis (confirmatory factor analysis / CFA) using a questionnaire that was built with the theme of which is produced in the FGD. The purpose of this approach is to measure the reliability and validity of the themes produced in FGD. Based on analysis of the CFA be concluded that all the variables of motivation, namely Recognition Of Achievement, Self Development, Responsibilities and Authority, Competency Leader, Salary and Allowances, and worklife balance on the track diagram valid because it has a value of SLF $\geq$ 0.50 and t is greater t table (1.96). Factors that have the highest influence on the motivation of Generation Y employees BANK KIT is Balance Work and personal life / worklife balance (WLB) and the lowest factor was the responsibility and authority.

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