

Happiness at Work of Generation X and Generation Y Operating Employees in Private Service Businesses in Chiang Mai Province

1st Sasimon Emmanuel Gourlay
Master of Business Administration
Faculty of Business Administration,
Chiang Mai University
Chiang Mai, Thailand
emmy.gourlay@gmail.com

2nd Kemakorn Chaiprasit*
Department of Management and
Entrepreneurship
Faculty of Business Administration,
Chiang Mai University
Chiang Mai, Thailand
kemakorn.c@cmu.ac.th

3rd Orapin Santidhirakul
Department of Management and
Entrepreneurship
Faculty of Business Administration,
Chiang Mai University
Chiang Mai, Thailand
orapin.s@cmu.ac.th

Abstract

This study aimed to analyze the level of happiness at work and factors affecting happiness at work of generation X and generation Y operating employees in private service businesses in Chiang Mai province. Questionnaires were distributed to gather data from 200 respondents who work as operating employees in private service businesses, 100 respondents were generation X who were born between 1965 – 1977 and 100 respondents were generation Y who were born between 1978 – 1998. Descriptive statistics by frequency, percentage and mean and inferential statistics by independent sample t-Test and regression analysis were used to analyze the data.

The findings showed that the overall happiness levels of generation X and generation Y operating employees were at a high level. For the opinion of generation X towards the 11 factors of happiness at work, 9 factors were ranked at the agree level, namely achievement, the work itself, responsibility, salary, recognition, job security, company policy and administration, working conditions, and interpersonal relationship with superiors while 2 factors were ranked at the neutral level, namely interpersonal relationship with subordinates and possibility for growth. For the opinion of generation Y towards the 11 factors of happiness at work, 9 factors were ranked at the agree level, namely recognition, working conditions, responsibility, interpersonal relationship with superiors, job security, achievement, interpersonal relationship with subordinates, the work itself and company policy and administration while 2 factors were ranked at the neutral level, namely salary and possibility for growth.

The results showed that there was no significant difference between the overall happiness of generation X and generation Y. The results from regression analysis found that for generation X, job security explained 18.9% of total variance of happiness at work. As for generation Y, responsibility, job security, company policy and administration, the work itself, working conditions and interpersonal relationship with superiors all together explained 76.3% of total variance of happiness at work.

Keywords—Happiness at Work, Generation X, Generation Y, Service Business

*Corresponding Author