

**WORK VALUES AND WORKPLACE MOTIVATION ATTITUDES OF
COLLEGE STUDENTS IN SELECTED UNIVERSITIES OF CAVITE**

THESIS

**FEBE A. ESPADILLA
CYRENE MAE C. PASCUA
GIL ROSE I. SANGO**

College of Economics, Management and Development Studies

CAVITE STATE UNIVERSITY

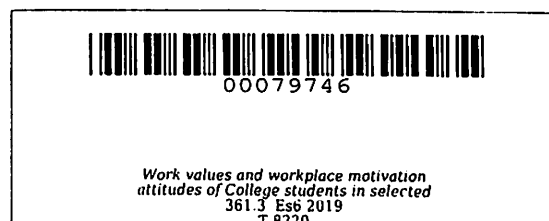
Indang, Cavite

June 2019

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**Undergraduate Thesis
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management**



**FEBE A. ESPADILLA
CYRENE MAE C. PASCUA
GIL ROSE I. SANGO
June 2019**

ABSTRACT

ESPADILLA, FEBE A., PASCUA, CYRENE MAE C., SANGO, GIL ROSE I.. Work Values and Workplace Motivation Attitudes of College Students in Selected Universities of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Human Resource Development Management. Cavite State University, Indang, Cavite. June 2019. Adviser: Prof. Maria Cristina L. Desepida.

The study was conducted to determine the level of perception in work values and workplace motivation attitudes of college students. The evaluation was done by comparing the level of perception in work values and workplace motivation attitudes across socio demographic variables of the participants. The study also correlated the students' level of perception in work values and workplace motivation attitudes.

The study used the descriptive, correlational, and comparative research designs. The questionnaire served as the instrument for collecting data. The research instruments used in the study were adapted and modified from Yeganeh (2016), Twenge, Campbell, Hoffman and Lance (2010), and Pham (2016).

In the analysis of this study, frequency distribution and mean were used in determining the socio-demographic profile of the participants. Also, mean, standard deviation and likert scale were used in testing the level of perception in work values and workplace motivation attitudes. Kruskal wallis was used to determine the differences across socio-demographic profile and the level of perception in work values; and socio- demographic and workplace motivation attitudes. Spearman rank correlation was used to determine the relationship between the level of perception in work values and workplace motivation attitudes.

It was found that the graduating college students in selected Universities of Cavite have a high level of perception in work values and workplace motivation attitudes. Wherein, student with a high level of perception in work values and workplace motivations attitudes are aligned with stronger organizational commitment,

work involvement and tend to be very persistent to work hard and attain organizational goals.

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**Febe A. Espadilla
Cyrene Mae C. Pascua
Gil Rose I. Sango**

An undergraduate thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management, and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the degree of Bachelor of Science in Business Management major in Human Resource Management with Contribution No. ~~2015-014-001~~ ~~2015-014-001~~ Prepared under the supervision of Ms. Maria Cristina L. Desepida.

INTRODUCTION

A huge challenge for many organizations will be the retirement of more than 75 million workers with fewer numbers of reentering the workforce (Twenge, Campbell, Hoffman, & Lance, 2010). This shift in the workforce will leave organization with generational gaps in their leadership and management as older worker retire and as younger employees do not make long-term commitment (Scandura & Williams, 2000).

Generation Y or also known as Millennial are coming of age, and they are overtaking the workforce with a work culture that is significantly different from the values and motivation that the previous generations upheld. According to Manila Recruitment (2017), by 2020, Generation Y will make up 50 percent of the workforce and that by 2030; the number of millennial in the workforce will shoot up to 75 percent. In the Philippines alone, Generation Y makes up a third of the country's population, which means that they already occupy a significant portion of the workforce. In fact, a survey from the Philippines Statistics Authority (PSA,