

**JOB PERFORMANCE AND WORK VALUES OF MILLENNIAL
WORKERS ON SELECTED FASHION STORES
IN THE CITIES OF CAVITE**

THESIS

**ALYSSA MAE E. LOBOSTA
VENUS F. MERCADO**

College of Economics, Management and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

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**ALYSSA MAE E. LOBOSTA
VENUS F. MERCADO**

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ABSTRACT

LOBOSTA, ALYSSA MAE E. & MERCADO VENUS F. Job Performance and Work Values of Millennial Workers in Selected Fashion Stores in the Cities of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Human Resource Development Management, Cavite State University, Indang, Cavite. June 2018. Adviser: Ms. Princess M. Feliciano.

The study was conducted from December 2017 to March 2018. The study aimed to determine the level of job performance and work values of millennial workers in selected fashion store in the cities of Cavite.

Specifically, the study sought to: (1) determine the socio-economic profile of millennial workers in selected fashion stores in the cities of Cavite; (2) determine the level of job performance of millennials; (3) determine the work values of millennial workers; (4) determine the significant relationship between the following: (a) socio-economic profile and job performance and (b) socio-economic profile and work values; and (5) determine the significant relationship between job performance and work values of the participants.

The study used the descriptive and correlation designs. The study had a total of 81 participants. These were the millennial workers employed in fashion stores in the cities of Cavite. The research instruments used in the study was adapted from Galit (2003) and Zytowski (1989).

In the analysis of the study, frequency, mean, and percentage were used to describe the socio-economic profile of the participants. To test the level of job

performance, Spearman's Rank Correlation and Kruskal Wallis test statistics were used to determine the relationship between job performance and work values.

The study found out, that selected socio-economic profile of the participants showed a significant relationship towards the level of job performance and work values.

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**Alyssa Mae E. Lobosta
Venus F. Mercado**

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INTRODUCTION

Millennials, also known as Generation Y, are the demographic cohort that directly follows Generation X. Those people ages 18 to 35 years old in 2015 are called “millennials”. Millennials are anyone born after the year 1980 and they typically receive negative stereotypes, which can negatively affect the way they are perceived by managers and coworkers in the workplace. Millennials have also been perceived as having different work values than previous generations present in the workplace (Smola& Sutton, 2002). Most Millennials strongly believe in their future while holding a contradictory view about society’s future, which is indicative of disconnect between the Millennials perceived role in society and a greater expectation based on self-merit. The Millennial generation, bom 1982 to present, and gave been characterized as being self-motivated, team oriented, rule followers (Howe & Strauss, 2003).