



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Ann Arnof Fishman, (2016), “Howe generational differences will impac America’s aging workforce: strategies for dealing with aging millenials, Generation X and Baby Boomers”. Strategic HR review, Vol 15 lss 6 pp.
- Agribisnis. Industri Kreatif. Retrieved from <http://agribisnis.co.id/industri-kreatif/>
- Aldag, R. and Sherony, K. (2001), “A spoonful of sugar: some thoughts on “fun at work”, Current Issues in Management, Vol. 1 No. 1, pp. 62-76.
- Anita Weyland, (2011), “Engagement and talent management of gen Y”, Industrial and Commercial Training, Vol. 43 Iss 7 pp. 439 – 445
- Bachter. B (2015). Rancangan RPJMN 2015 – 2019 Dilihat Dari Sisi Dunia dalam Menghadapi Komunitas Ekonomi Asean 2015. Retrieved from http://bappenas.go.id/files/9113/9262/3566/Strategi_Pelaku_Bisnis_Menghadapi_Komunitas_ASEAN_2015.pdf
- Bastari. H (2015). Memahami Generasi X. Retrieved from <http://psychologythoughts.com/2015/12/memahami-generasi-x/>
- Dawn B. Valentine & Thomas L. Powers (2013), “Generation Y Values and Lifestyle Segments”, Journal of Consumer Marketing, Vol 30 lss 7 pp. 597 – 606.
- Dewi. M. (2010). Menumbuhkan Krativitas di Tempat Kerja. Retrieved from <http://portalhr.com/people-management/learning-development/menumbuhkan-kreativitas-di-tempat-kerja/>
- Dessler, Gary. (2008). Human Resource Management. USA : Pearson Prentice Hall.
- Dessler, Gary. (2013). Human Resource Management. USA : Pearson Prentice Hall.
- Egri P. Carolyn & Ralston A. David (2004). “Generation Cohorts and Personal Values: A Comparison of China and the United States”, Vol 15. No2.
- Eric Lamm and Michael D. Meeks, (2009), “Workplace Fun: The Moderating Effects of Generational Differences “ Employee Relation, Vol. 31 Iss 6 pp. 613 – 631
- Ford, R.C., McLaughlin, F.S. and Newstrom, J.W. (2003), “Questions and answers about fun at work”, Human Resource Planning, Vol. 26 No. 4, pp. 18-33.

- Femina. (2013). Ciri Khas Gen Y. Retrieved from <http://www.femina.co.id/article/ciri-khas-gen-y-#>
- Indonesia Investment. Ekonomi Indonesia. Retrieved from <http://www.indonesia-investments.com/id/budaya/ekonomi/item177>
- Fluegge, E.R. (2008), "Who put the fun in functional? Fun at work and its effects on job performance"; PhD thesis, Proquest UMI, vol, 41. 3322919
- Ford, R.C., McLaughlin, F.S. and Newstrom, J.W. (2003), "Question and answer about fun at work", Human Resource Planning, Vol. 26 No. 4, pp. 18-33
- Ghozali, Imam. (2011). Aplikasi Analisis Multivariate dengan Program IBM
- Ghozali, Imam. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS21 : Update PLS Regreso. Edisi 7. Semarang: Badan Penerbit Universitas Diponegoro.
- Karl Katherine, Peluchette Joy, Hall Leda & Harland Lynn. (2005), " Attitudes Workplace Fun : A Three Sector Comparison , Journal of Leadership and Organizational Studies, 2005, Vol.12. No2.
- Kupperschmidt, B.R. (2000), "Multigeneration employee: strategies for effective management", Health care manager, Vol 19 No1, pp. 65-76
- Leah A. Reynolds (2005), "Communicating Total Rewards to the Generations", pg 13.
- Lancaster, L.C. and Stillman, D. (2002), When Generation 'collide, Harper Business, New York, NY.
- Liputan 6 (2016). Apa itu Generasi X dan Generasi Y di Dunia kerja. Retrieved from <http://bisnis.liputan6.com/read/2409234/apa-itu-generasi-x-dan-generasi-y-di-dunia-kerja>
- Malhotra, N. K. (2012). *Basic Marketing Research: 4th Edition*. New Jersey: Pearson Practice Hall
- Martin, C. and Tulgan, B. (2001), *Managing Generation Y*, HRD Press, New Haven, CT.
- Max Manroe. Mengenal Manusia Generasi Y dan Memaksimalkan Potensinya. Retrieved from <https://www.maxmanroe.com/mengenal-manusia-generasi-y-dan-cara-memaksimalkan-potensinya.html>
- Mucahit Celik (2011), *A Theoretical Approach To The Job Satisfaction*, Vol 4

- Owler, K. (2008), "Fun at Work", *New Zealand Management*, Vol. 55 No.3, pp, 40-2
- Pesquera, A. (2005), "Reaching generation Y", *San Antonio Express Newsz*, Vol 29,p. 1.
- Portal HR. (2001). Pentingnya Value Management Bagi Gen Y. Retrieved from <http://portalhr.com/berita/pentingnya-value-management-bagi-gen-y/>
- Rudi. (2012). Gaji Masih Penting Dalam Menarik dan Mempertahankan Karyawan. Retrieved from <http://portalhr.com/berita/gaji-masih-penting-dalam-menarik-dan-mempertahankan-karyawan/>
- Raines, C. (2003), *Connecting Generations*, Netg, Boston, MA
- Reynold, L.A. (2005) "Communicating total rewards to the generations", *Benefits Quarterly*, Vol. 21 No 2, pp. 13-17
- Sadegh Rast & Azadeh Tourani (2012), "Employessd Job Satisfaction and Role of Gender Difference : An Empirical Study at Airline Industry in Iran, Vol 3 No7
- Syrett, M. and Lammiman, J. (2003), "Catch them if you can", *Director*, Vol 57 No. 3,pp. 70-76
- Strand, P. and Steinauer, J.M. (2000), "Angling for Workplace Fun ", *Incentive*, Vol. 174 No. 10, p.135
- Strauss, W. and Howe, N. (1991), *Generations : the history of america's future, 1584 to 2069*, Morrow, New York, NY.
- Syahfutri. E. (2014). Industri Kreatif Ditargetkan Tumbuh 10%. Retrieved from <http://www.antaraneews.com/berita/425326/industri-kreatif-ditargetkan-tumbuh-10-persen>
- Timothy Reisenwitz (2007), " A Compariosn of Younger and Older Baby Boomers: Invertigating the Viability of Cohort Segementation ", Vol 24, No 4.
- Twenge, J.M. (2006), *Generation me, the free press*, new York, NY.
- Voight, J. (2000), "Mary Furlong – interview", *Adweek*, Southeast edition, Vol. 21 No. 48, pp. Q22-8.
- Williams J. Larry & Anderson E. Stella, " Job Satisfaction and Organizational Commitment as Predictors of Organizational Citizenshi[and In –Role Behaviors", *Jounal of Management* 1991, 17:601