

ABSTRACT

Significant growth in Cianjur Regency's Gross Regional Domestic Product (GRDP) has reshaped the local labor market, requiring companies to understand the preferences of Generation Z (Gen Z), now a dominant force in the workforce. This study focuses on Gen Z employees in Cianjur, aiming to analyze the impact of extrinsic rewards and non-physical work environment on their job satisfaction. Understanding these factors is crucial for maintaining stability and productivity in an evolving workplace, while also providing strategic guidance for companies to create attractive work environments and retain quality Gen Z talent.

This research employed a descriptive quantitative design, with data collected through an online questionnaire utilizing a Likert Scale to measure respondents' perceptions. A non-probability sampling method with a snowball sampling technique was applied, successfully gathering data from 96 Gen Z employee respondents in Cianjur. The collected data were subsequently analyzed using IBM SPSS 27 statistical software to test hypotheses and identify causal relationships between variables.

The analysis reveals that both extrinsic rewards and the non-physical work environment demonstrably have a positive and significant impact on the job satisfaction of Gen Z employees in Cianjur, both partially and simultaneously. This indicates that material compensation and psychosocial support in the workplace are vital in enhancing their job satisfaction. The combination of these two factors concurrently creates an ideal work condition. This study contributes to understanding the drivers of Gen Z job satisfaction, suggesting that companies should conduct regular evaluations of compensation aspects and the non-physical work environment to maintain employee loyalty and productivity.

Keywords: *Extrinsic Reward, Non-Physical Work Environment, Job Satisfaction, Generation Z, Cianjur*