**ABSTRACT**

Generation Z, mostly born after the year of 2000 on literature, also known as mobile generation are assumed to enter into Business in the nearing years. They grow up with technology a fortiori and together with World Wide Web, mp3 players, short message, cell phones, PDAs, YouTube, IPADs, media technologies. Their Character and mindsets are seen to be different when compared to previous generations. The generation Z who will participate or participated in the labor force recently, their expectations are different from other employees. Gen Z is entrepreneurial, less motivated by money and more focused on face-to-face communication. This study is to determine the work perception factors of Generation Z.