

ABSTRACT

**THE INFLUENCE OF WORK-LIFE BALANCE ON EMPLOYEE JOB SATISFACTION AT PT. PRIMAJASA TASIKMALAYA WITH TYPE OF GENERATION AS A MODERATING VARIABLE
(A Study on All Employees of PT Primajasa Tasikmalaya)**

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The objective of to explore the influence of work-life balance on employee job satisfaction at PT. Primajasa Tasikmalaya with generation as a moderating variable. The research method involved data collection through questionnaires distributed to 120 respondents, followed by data analysis using instrument tests, validity, reliability, moderation regression, and classic assumption tests. The approach used was quantitative with non-probabilistic sampling technique, specifically purposive sampling. Data were collected through questionnaires covering variables of work-life balance, job satisfaction, and type of generation. Data processing was conducted using IBM SPSS program for Windows, including simple regression analysis and moderation regression analysis. The results of the study indicate that work-life balance among PT Primajasa employees is assessed as very good. Job satisfaction among PT Primajasa employees is assessed as good. The data shows that work-life balance positively influences employee job satisfaction. Generation X, Y, and Z do not moderate the relationship between work-life balance and employee job satisfaction at PT Primajasa Tasikmalaya.

Keywords: Work-life balance, Job satisfaction, Generation, Moderation, Employees.