

ABSTRACT

THE INFLUENCE OF NON-PHYSICAL WORK ENVIRONMENT AND WORK-LIFE BALANCE ON EMPLOYEE JOB SATISFACTION

(Research at Asia Plaza Tasikmalaya Mall Clerk)

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The purpose of this research is to determine and analyze the non-physical work environment and work-life balance as well as the influence of the non-physical work environment and work-life balance on job satisfaction for Asia Plaza Tasikmalaya mall sales staff. The research methods used are survey and withdrawal methods. The sample was carried out using a simple random sampling technique. Primary data was obtained directly by distributing questionnaires to 75 respondents from Asia Plaza Tasikmalaya Mall Sales Clerks, secondary data was obtained from literature review and the company. Data were analyzed using multiple linear regression analysis. The research results show that the Non-Physical Work Environment is in the good category, Work-Life Balance is in the good category, and Employee Job Satisfaction is in the fair category. Partially, the non-physical work environment has a positive effect on employee job satisfaction, and work-life balance has a positive effect on employee job satisfaction. The non-physical work environment and work-life balance simultaneously influence employee job satisfaction at the Asia Plaza Tasikmalaya Mall Salesperson.

Keywords: non-physical work environment, work-life balance, job satisfaction.

ABSTRAK

PENGARUH LINGKUNGAN KERJA NON-FISIK DAN *WOK-LIFE BALANCE* TERHADAP KEPUASAN KERJA KARYAWANA **(Penelitian pada Pramuniaga Mall Asia Plaza Tasikmalaya)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis Lingkungan kerja non-fisik dan work-life balance serta pengaruh lingkungan kerja non-fisik dan *work-life balance* terhadap kepuasan kerja pada pramuniaga mall asia plaza tasikmalaya. Metode penelitian yang digunakan adalah metode survei, dan penarikan. Teknik pengambilan sampel menggunakan teknik *simple random sampling*. Data primer diperoleh langsung melalui penyebaran kuesioner kepada 75 responden Pramuniaga Mall Asia Plaza Tasikmalaya, data sekunder diperoleh dari kajian pustaka serta pihak perusahaan. Data dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa Lingkungan Kerja Non-Fisik termasuk dalam kategori baik, *Work-Life Balance* termasuk dalam kategori baik, dan Kepuasan Kerja Karyawan termasuk dalam kategori cukup. Secara parsial lingkungan kerja non-fisik berpengaruh secara positif terhadap kepuasan kerja karyawan, dan *work-life balance* berpengaruh secara positif terhadap kepuasan kerja karyawan. Secara simultan lingkungan kerja non-fisik dan *work-life balance* berpengaruh terhadap kepuasan kerja karyawan pada Pramuniaga Mall Asia Plaza Tasikmalaya.

Kata Kunci: Lingkungan kerja non-fisik, *Work-life balance*, Kepuasan Kerja.