

ABSTRACT

The Effect of Workload and Work – Life Balance on Turnover Intention (A Study of Generation Z Shop Assistants at PT Tasco Sejahtera Abadi)

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The purpose of this study was to determine and analyze the effect of workload and work-life balance on turnover intention among Generation Z Shop Assistants at PT Tasco Sejahtera Abadi Tasikmalaya. This study used a quantitative approach, collecting data through questionnaires and selecting respondents using a probability sampling technique with a proportionate random sampling approach for Generation Z Shop Assistants. The analysis method used was Structural Equation Modeling Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results showed that: (1) Workload had a significant positive effect on turnover intention, (2) Work-life balance had a significant negative effect on turnover intention among Generation Z Shop Assistants at PT Tasco Sejahtera Abadi. Therefore, companies are advised to manage workloads optimally, increase work schedule flexibility, and create an environment that supports work-life balance to effectively reduce employee turnover intentions.

Keywords: *workload, work-life balance, turnover intention.*

ABSTRAK

PENGARUH BEBAN KERJA DAN *WORK-LIFE BALANCE* TERHADAP *TURNOVER INTENTION*

(Kasus pada Pramuniaga Generasi Z PT Tasco Sejahtera Abadi)

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh beban kerja dan *work-life balance* terhadap *turnover intention* pada pramuniaga Generasi Z PT Tasco Sejahtera Abadi Tasikmalaya. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner dan penentuan responden menggunakan teknik *probability sampling* dengan pendekatan *proportionate random sampling* pada pramuniaga Generasi Z. Metode analisis yang digunakan adalah *Structural Equation Modeling Partial Least Squares* (SEM-PLS) dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa: (1) Beban kerja berpengaruh positif terhadap *turnover intention*, (2) *Work-life balance* berpengaruh negatif terhadap *turnover intention* pada pramuniaga Generasi Z PT Tasco Sejahtera Abadi. Pengelolaan beban kerja secara optimal, meningkatkan fleksibilitas jadwal kerja, serta menciptakan lingkungan yang mendukung *work-life balance* dapat menurunkan *turnover intention* karyawan secara efektif.

Kata Kunci: beban kerja, *work-life balance*, *turnover intention*.