

ABSTRAK
**PENGARUH *SHIFT* KERJA TERHADAP KEPUASAN KERJA DENGAN
WORK LIFE BALANCE SEBAGAI
VARIABEL MEDIASI**
(Survei Pada Karyawan *Coffee Shop* di Kota Tasikmalaya)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *shift* kerja terhadap kepuasan kerja dengan *work life balance* sebagai variabel mediasi pada karyawan *coffee shop* di Kota Tasikmalaya. Metode penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Populasi penelitian ini adalah karyawan pada *coffee shop* yang terdaftar di *google maps* dengan rating minimal 4,8 dan memiliki sedikitnya 50 ulasan di Kota Tasikmalaya, dengan sampel sebanyak 70 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares*. Hasil penelitian menunjukkan bahwa *shift* kerja berpengaruh negatif dan signifikan terhadap kepuasan kerja. *Shift* kerja juga berpengaruh negatif dan signifikan terhadap *work life balance*. Selanjutnya, *work life balance* berpengaruh positif dan signifikan terhadap kepuasan kerja. Hasil pengujian mediasi menunjukkan bahwa *work life balance* mampu memediasi pengaruh *shift* kerja terhadap kepuasan kerja sehingga *work life balance* berperan sebagai mediasi parsial. Temuan ini menunjukkan bahwa semakin berat *shift* kerja yang dirasakan karyawan, maka *work life balance* cenderung menurun dan pada akhirnya berdampak pada menurunnya kepuasan kerja.

Kata Kunci: *Shift Kerja, Work Life Balance, Kepuasan Kerja, Coffee Shop*

ABSTRACT

THE EFFECT OF WORK SHIFTS ON JOB SATISFACTION WITH WORK LIFE BALANCE AS MEDIATING VARIABLE (A Survey of Coffee Shop Employees in Tasikmalaya City)

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This research aimed to examine and analyze the effect of work shifts on job satisfaction, with work life balance serving as a mediating variable among coffee shop employees in Tasikmalaya City. The research employed a survey method with a quantitative approach. The population of this research consisted of employees working at coffee shop in Tasikmalaya City that were listed on google maps with a minimum rating of 4,8 and at least 50 reviews, with a sample of 70 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using Structural Equation Modeling-Partial Least Squares. The results indicated that work shifts had a negative and significant effect on job satisfaction. Work shifts also had a negative and significant effect on work life balance. Furthermore, work life balance had a positive and significant effect on job satisfaction. The mediation test results showed that work life balance was able to mediate the effect of work shifts on job satisfaction, indicating that work life balance functioned as a partial mediator. These findings suggested that the more demanding the work shifts perceived by employees, the lower their work life balance tended to be, which ultimately led to lower job satisfaction.

Keyword: *Work Shift, Work Life Balance, Job Satisfaction, Coffee Shop*