

ABSTRACT

THE INFLUENCE OF WORK-LIFE BALANCE AND WORK MOTIVATION ON EMPLOYEE PERFORMANCE THROUGH JOB SATISFACTION AS A INTERVENING VARIABLE AT PT. BANK TABUNGAN NEGARA (PERSERO) TBK KC BSD SOUTH TANGERANG

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This study aims to examine the effect of Work-life balance, Work Motivation, and Job Satisfaction on Employee Performance at Bank BTN KC South Tangerang. Employee performance is a key factor in achieving organizational goals, influenced by the balance between work and personal life, the motivation of employees, and their job satisfaction. This study uses a quantitative approach with data collection through questionnaires distributed to 136 employees as samples. The data analysis technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3 software. The construct validity was tested through outer loading, Average Variance Extracted (AVE), composite reliability, and Cronbach's Alpha. The hypothesis testing results indicate that Work-life balance has a significant positive effect on Employee Performance), Work Motivation has a significant positive effect on Employee Performance, and Job Satisfaction also has a significant positive effect on Employee Performance. Job Satisfaction was found to mediate the effect of Work-life balance on Performance as well as Work Motivation on Performance. This study indicates that Work-life balance and Work Motivation can directly improve Employee Performance, while Job Satisfaction also serves as a mediator in this relationship. These findings can serve as a reference for management to consider factors that influence employee performance, such as Work-life balance, motivation, and job satisfaction, in order to enhance productivity and organizational effectiveness.

Keywords: *Work-life balance, motivation, job satisfaction, employee performance*