

ABSTRACT

The Effect Of Work-Life Balance On Career Development And Employee Satisfaction At Pt. Indotekno Insurance Brokerage

Human resources are an important factor in the success of the company. Companies must have a competitive advantage, especially in terms of human resources. HR management should focus on identifying ways in which employees and contractors can contribute to the company's success, as well as ways in which they can motivate employees and contractors to do so. This study aims to identify the effect of work-life balance and career development on employee job satisfaction PT. Indotekno Insurance Broker. This research uses quantitative methods by collecting data through questionnaires. The results of the study show that work-life balance has a positive and significant effect on employee job satisfaction. In addition, work-life balance and career development also have a positive and significant impact on job satisfaction. Thus, implementing a good work-life balance and career development can increase employee job satisfaction. This study provides suggestions for future research to explore better sources and references, better prepare decision making and data collection, and analyze other variables that may affect job satisfaction. This research can be a useful source of literature in the field of Human Resource Management.

Keywords: *Keywords: human resources, work life balance, employees, job satisfaction..*