

## **ABSTRACT**

### ***The Influence of Education Level and Work-Life Balance on Employee Performance in South Tangerang on the Retail Industry***

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*The retail industry refers to the business sector involved in the direct transaction of goods or services to buyers. Employees in the retail sector are one of the backbone of the economy, providing essential assistance to consumers in finding and obtaining the products they need in stores. In managing human resources, companies need to pay attention to employee performance. Employee performance can be traced through 2 (two) factors, namely education level and work-life balance. Both factors are suspected to affect employee performance. Therefore, this study aims to find out whether there is an influence of education level and work-life balance on employee performance in South Tangerang in the retail industry. This study uses a quantitative research method with data collection techniques through questionnaires with 126 respondents. Then, using data analysis in the form of Multiple Linear Regression and T tests carried out using IBM SPSS software. The results of this study show that education level and work-life balance have a significant positive influence on employee performance in South Tangerang on the retail industry.*

***Keywords: Education Level, Work-Life Balance, Employee Performance***