

ABSTRACT

The Effect of Work-Life Balance and Job Stress on Turnover Intention of Generation Z and Millennial Employees (Case Study on the Operational Division of 24-Hour Store PT. XXX Bogor2)

With the increasing turnover rate among Generation Z and Millennial employees, this study aims to examine the influence of Work-life Balance and Job Stress on Turnover Intention among employees in the Operational Division of PT. XXX 24-Hour Store, Bogor Branch 2. This research employs a quantitative method using a saturated sampling technique, collecting a sample of 100 employees. The collected data were analyzed using descriptive analysis and multiple linear regression analysis techniques with the help of the Statistical Package for Social Science (SPSS) software. The research findings indicate that Work-life Balance has a negative and significant effect on Turnover Intention, while Job Stress has a positive and significant effect on Turnover Intention. These findings suggest that improving work-life balance can reduce employees' intention to leave the company, whereas increasing job stress can enhance it..

Keywords: *Work-Life Balance, Job Stress, Turnover Intention*