

ABSTRACT

This research aims to determine the effect of work-life balance on turnover intention with job satisfaction as an intervening variable among employees of the retail company PT. YXG – Head Office. This is a quantitative study with a population of 1,304 employees. The sampling technique used is non-probability sampling with a quota sampling method. Using Slovin's formula with a margin of error 10%, the minimum sample size calculated is 93 employees from various departments at PT. YXG. The analytical tool used is Smart-PLS 4.0 with the SEM (Structural Equation Modeling) analysis method. The results of this study indicate that work-life balance has a negative and significant effect on turnover intention, work-life balance has a positive and significant effect on job satisfaction, job satisfaction has a negative and significant effect on turnover intention, and job satisfaction is proven to mediate the effect of work-life balance on turnover intention among employees of PT. YXG – Head Office.

Keywords: Work-life Balance, Turnover Intention, Job Satisfaction, Retail Company