ABSTRACT

***WORK-LIFE BALANCE IN IMPROVING EMPLOYEE JOB SATISFACTION AT* BARUGA TELKOMSEL AREA PAMASUKA**

Author : Arief Arrahman
Supervisor : Najmi Kamariah

The shift in the post-COVID-19 pandemic work landscape underscores the importance of work-life balance as a crucial factor in maintaining and enhancing employee job satisfaction. This thesis examines the implementation of work-life balance to improve employee job satisfaction at Baruga Telkomsel Area Pamasuka.

Using a mixed methods approach (quantitative and qualitative), this study identifies factors that influence work-life balance and job satisfaction. The aim is to formulate practical recommendations that will be outlined in a White Paper, to create a productive work environment, and support the holistic well-being of employees.

Although Baruga Telkomsel Area Pamasuka already has good initial initiatives in supporting Work-Life Balance, including the provision of basic facilities and support, this study finds potential for further development. Optimizing the implementation of Work-Life Balance is necessary to maximize its impact on job satisfaction. The balance between professional and personal life has contributed to employee satisfaction, but internal dynamics and evolving needs demand a more comprehensive and proactive Work-Life Balance strategy. This development is crucial to ensure that employees feel the full support of Work-Life Balance, which will ultimately strengthen their contribution to the business and the company's goals in a sustainable manner.

Keywords: Work-Life Balance, Job Satisfaction, White Paper.

Translated by:

The AgencyES
Language Institute
File No.: 700-S1-125119