PENGARUH *WORK LIFE BALANCE* DAN STRESS KERJA TERHADAP KEPUASAN KERJA KARYAWAN DI MARTHA BEAUTY BAR

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *work-life balance* dan stres kerja terhadap kepuasan kerja karyawan di *Martha Beauty Bar*. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Teknik pengambilan sampel yang digunakan adalah *total sampling* (sensus), dengan melibatkan seluruh populasi karyawan *Martha Beauty Bar* yang berjumlah 51 orang. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan analisis regresi linear berganda, uji asumsi klasik, analisis koefisien determinasi, serta uji hipotesis melalui uji t dan uji F. Hasil uji t menunjukkan bahwa *work-life balance* berpengaruh positif dan signifikan terhadap kepuasan kerja karyawan, sedangkan stres kerja berpengaruh negatif dan signifikan terhadap kepuasan kerja karyawan. Hasil uji F menunjukkan bahwa *work-life balance* dan stres kerja secara simultan berpengaruh signifikan terhadap kepuasan kerja karyawan di *Martha Beauty Bar.* Kesimpulan dari penelitian ini menunjukkan bahwa peningkatan *work-life balance* serta pengelolaan stres kerja yang efektif memiliki peran penting dalam meningkatkan kepuasan kerja karyawan. Oleh karena itu, disarankan agar manajemen *Martha Beauty Bar* mengembangkan kebijakan *work-life balance* yang lebih fleksibel serta menerapkan strategi manajemen stres kerja guna meningkatkan kepuasan dan retensi karyawan secara berkelanjutan.

Kata Kunci: *Work Life Balance*, Stress Kerja, Kepuasan Kerja

THE EFFECT OF WORK-LIFE BALANCE AND WORK STRESS ON EMPLOYEE JOB SATISFACTION AY MARTHA BEAUTY BAR

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ABSTRACT

This study aims to analyze the effect of work-life balance and work stress on employee job satisfaction at Martha Beauty Bar. This study uses a quantitative method with a descriptive and verificative approach. The sampling technique used is total sampling (census), involving the entire population of Martha Beauty Bar employees, which consists of 51 people. Data were collected through questionnaires and analyzed using multiple linear regression analysis, classical assumption tests, coefficient of determination analysis, and hypothesis testing through t-tests and F-tests. The t-test results show that work-life balance has a positive and significant effect on employee job satisfaction, while work stress has a negative and significant effect on employee job satisfaction. The F test results show that work-life balance and work stress simultaneously have a significant effect on employee job satisfaction at Martha Beauty Bar. The conclusion of this study shows that work-life balance and effective work stress management play an important role in increasing employee job satisfaction. Therefore, it is recommended that Martha Beauty Bar management develop more flexible work-life balance policies and implement work stress management strategies to continuously improve employee satisfaction and retention.

Keywords: Work-Life Balance, Work Stress, Job Satisfaction