

ABSTRAK

PENGARUH *WORK FLEXIBILITY* DAN *WORK-LIFE BALANCE* TERHADAP *TURNOVER INTENTION* PADA PEKERJA GEN Z DI BANDAR LAMPUNG

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Perusahaan atau organisasi di Bandar Lampung saat ini dihadapkan pada tantangan besar dalam menjaga loyalitas karyawan mereka. Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh *work flexibility* dan *work life balance* terhadap *turnover intention* pada pekerja generasi Z di Bandar Lampung. Penelitian ini bersifat eksplanatori dengan menggunakan pendekatan kuantitatif. Teknik pengambilan sampel dilakukan secara *non-probability* sampling dengan metode *purposive sampling*. Jumlah responden dalam penelitian ini sebanyak 399 orang, yang merupakan pekerja berusia 18–28 tahun di wilayah Kota Bandar Lampung. Data yang diperoleh dianalisis melalui beberapa tahapan-tahapan, yaitu uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis. Hasil penelitian memperlihatkan bahwa *work flexibility* berpengaruh negatif signifikan terhadap *turnover intention* pada pekerja generasi Z di Bandar Lampung. Kemudian *work life balance* juga berpengaruh negatif signifikan terhadap *turnover intention* pada pekerja generasi Z di Bandar Lampung. Secara bersama-sama, kedua variabel tersebut juga memberikan pengaruh negatif signifikan terhadap niat untuk keluar dari pekerjaan di kalangan pekerja generasi Z di Bandar Lampung. Disarankan bagi perusahaan untuk menekan *turnover intention*, perlu menciptakan lingkungan kerja yang kondusif dan seimbang agar sesuai dengan preferensi dan kebutuhan karyawan.

Kata Kunci: *Work Flexibility, Work Life Balance, Turnover Intention, Generasi Z.*

ABSTRACT

THE EFFECT OF WORK FLEXIBILITY AND WORK-LIFE BALANCE ON TURNOVER INTENTION OF GEN Z WORKERS IN BANDAR LAMPUNG

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Companies or organizations in Bandar Lampung are currently faced with major challenges in maintaining the loyalty of their employees. This study aims to determine the extent to which work flexibility and work life balance influence turnover intention among generation Z workers in Bandar Lampung. This study is explanatory using a quantitative approach. The sampling technique was carried out using non-probability sampling with a purposive sampling method. The number of respondents in this study was 400 people, who are workers aged 18-28 years in the Bandar Lampung City area. The data obtained were analyzed through several stages, namely validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis test. The results of the study show that work flexibility has a significant negative effect on turnover intention among generation Z workers in Bandar Lampung. Then work life balance also has a significant negative effect on turnover intention among generation Z workers in Bandar Lampung. Together, both variables also have a significant negative effect on the intention to leave work among generation Z workers in Bandar Lampung. It is recommended for companies to suppress turnover intention, need to create a conducive and balanced work environment to suit employee preferences and needs.

Keywords: *Work Flexibility, Work Life Balance, Turnover Intention, Generation Z.*