

ABSTRAK

PENGARUH WORK-LIFE BALANCE, PENGEMBANGAN KARIER, DAN PERCEIVED ORGANIZATIONAL SUPPORT TERHADAP KINERJA KARYAWAN PT LAMPUNG GEH HELAU

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Perkembangan industri media digital menuntut perusahaan untuk menjaga kinerja karyawan secara optimal. PT Lampung Geh Helau sebagai media *online* lokal menghadapi tantangan dalam mengelola sumber daya manusia, khususnya dalam menciptakan keseimbangan antara pekerjaan dan kehidupan pribadi, pengembangan karier, serta pemberian dukungan organisasi. Penelitian ini bertujuan untuk mengetahui pengaruh *work-life balance*, pengembangan karier, dan *perceived organizational support* terhadap kinerja karyawan baik secara parsial maupun simultan. Jenis penelitian ini adalah eksplanatori dengan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner, dan dianalisis menggunakan SPSS versi 26 melalui analisis statistik deskriptif, uji asumsi klasik, dan regresi linear berganda. Hasil penelitian menunjukkan bahwa *work-life balance* berpengaruh positif terhadap kinerja karyawan, sedangkan pengembangan karier dan *perceived organizational support* tidak berpengaruh signifikan secara parsial. Namun, secara simultan ketiganya tetap berkontribusi terhadap kinerja. Kesimpulannya, keseimbangan kehidupan kerja merupakan faktor penting yang perlu diperhatikan perusahaan. Saran yang diberikan adalah memperkuat dukungan organisasi dan mengoptimalkan jalur pengembangan karier agar tercipta lingkungan kerja yang sehat dan produktif.

Kata kunci: *Work-life balance*, pengembangan karier, *perceived organizational support*, kinerja karyawan

ABSTRACT

THE INFLUENCE OF WORK-LIFE BALANCE, CAREER DEVELOPMENT, AND PERCEIVED ORGANIZATIONAL SUPPORT ON EMPLOYEE PERFORMANCE AT PT LAMPUNG GEH HELAU

By

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The rapid development of the digital media industry necessitates that companies consistently maintain optimal employee performance. PT Lampung Geh Helau, a local online media enterprise, is confronted with challenges in managing its human resources, particularly in establishing a balance between work and personal life, fostering career development, and providing adequate organizational support. This study aims to examine the influence of work-life balance, career development, and perceived organizational support on employee performance, both partially and simultaneously. The research employs an explanatory method with a quantitative approach. Data were collected through a structured questionnaire and analyzed using SPSS version 26, involving descriptive statistics, classical assumption tests, and multiple linear regression analysis. The findings reveal that work-life balance has a positive and significant effect on employee performance. In contrast, career development and perceived organizational support do not exhibit a statistically significant effect when tested individually. Nevertheless, when considered simultaneously, all three variables collectively contribute to employee performance. It can be concluded that work-life balance plays a crucial role in enhancing employee performance. Therefore, it is recommended that the company reinforce its organizational support mechanisms and optimize career development pathways to foster a healthy and productive work environment.

Keywords: *Work-life balance, career development, perceived organizational support, employee performance*