

ABSTRAK

PENGARUH *WORK LIFE BALANCE* DAN *JOB SATISFACTION* TERHADAP INTENSI *JOB HOPPING* KARYAWAN

(Studi Kasus Generasi Z di Bandar Lampung)

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Fenomena *job hopping* di kalangan generasi Z semakin marak terjadi, terutama di kota-kota berkembang seperti Bandar Lampung. Generasi Z memiliki karakteristik dan preferensi kerja yang berbeda dari generasi sebelumnya, sehingga aspek *work life balance* dan *job satisfaction* menjadi faktor penting dalam keputusan memilih dan mempertahankan karir. Penelitian ini bertujuan untuk menganalisis pengaruh *work life balance* dan *job satisfaction* terhadap intensi *job hopping* karyawan generasi Z di Bandar Lampung. Metode penelitian yang digunakan adalah *explanatory reseach* yang diterapkan melalui pendekatan kuantitatif. Sampel penelitian ini berjumlah 385 responden berusia 18-29 tahun pada tahun 2024, yang dihitung menggunakan rumus Cochran dengan metode *non-probability sampling* dan menggunakan teknik *purposive sampling*. Pengumpulan responden dilakukan melalui kuesioner dalam bentuk *G-Form*. Penelitian ini juga diukur menggunakan skala Likert dengan model negatif dan dianalisis menggunakan perangkat lunak statistik SPSS 27. Hasil penelitian menunjukkan bahwa secara parsial, *Work life balance* memiliki pengaruh positif signifikan terhadap intensi *job hopping*, begitu pula dengan *job satisfaction* yang juga berpengaruh positif signifikan terhadap intensi *job hopping*. Sedangkan secara simultan, variabel *work life balance* dan *job satisfaction* memiliki pengaruh signifikan terhadap intensi *job hopping*. Temuan ini memberikan kontribusi penting dalam memahami perilaku kerja Generasi Z, khususnya terkait intensi *job hopping* yang dipengaruhi oleh *work life balance* dan *job satisfaction*, serta pentingnya keterlibatan karyawan dan dukungan perusahaan terhadap pengembangan karir. Adanya keterbatasan dalam penelitian, diharapkan penelitian selanjutnya dapat memperluas sampel yang diteliti.

Kata Kunci : *Work Life Balance, Job Satisfaction, Job Hopping.*

ABSTRACT

THE INFLUENCE OF WORK LIFE BALANCE AND JOB SATISFACTION ON EMPLOYEES JOB HOPPING INTENTION

(Case Study of Generation Z in Bandar Lampung)

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The phenomenon of job hopping among Generation Z is becoming increasingly common, especially in developing cities such as Bandar Lampung. Generation Z has different characteristics and work preferences from previous generations, so that aspects of work life balance and job satisfaction become important factors in the decision to choose and maintain a career. This study aims to analyse the effect of work life balance and job satisfaction on job hopping intention of generation Z employees in Bandar Lampung. The research method used is explanatory research which is applied through a quantitative approach. The sample of this study amounted to 385 respondents aged 18-29 years in 2024, which was calculated using the Cochran formula with a non-probability sampling method and using purposive sampling technique. Respondents were collected through a questionnaire in the form of a G-Form. This study was also measured using a Likert scale with a negative model and analysed using SPSS 27 statistical software. The results showed that partially, work life balance has a significant positive effect on job hopping intention, as well as job satisfaction which also has a significant positive effect on job hopping intention. While simultaneously, work life balance and job satisfaction variables have a significant influence on job hopping intention. These findings make an important contribution in understanding Generation Z's work behaviour, especially related to job hopping intention which is influenced by work life balance and job satisfaction, as well as the importance of employee involvement and company support for career development. There are limitations in the research, it is hoped that further research can expand the sample studied.

Keywords : Work Life Balance, Job Satisfaction, Job Hopping.