#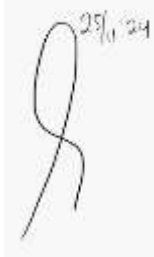 PENGARUH KOMPENSASI DAN *WORK LIFE BALANCE* TERHADAP *EMPLOYEE ENGAGEMENT* PADA KARYAWAN GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA

Sarah Az Zahra

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kompensasi dan *work life balance* terhadap *employee engagement* pada karyawan generasi z di daerah istimewa yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 130 responden. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik (uji normalitas, linearitas, multikolinearitas, heteroskedastisitas), dan uji hipotesis yang meliputi uji koefisien determinasi (R^2), uji simultan (F), dan uji parsial (t), dengan bantuan program *IBM SPSS Statistic* versi 26. Hasil penelitian menunjukkan bahwa kompensasi berpengaruh positif dan signifikan terhadap *employee engagement,* *work life balance* berpengaruh positif dan signifikan terhadap *employee engagement,* serta kompensasi dan *work life balance* secara bersama-sama berpengaruh positif signifikan terhadap *employee engagement.*

Kata Kunci: *Employee Engagement, Kompensiasi, Work-Life Balance*

THE INFLUENCE OF COMPENSATION AND WORK-LIFE BALANCE ON EMPLOYEE ENGAGEMENT AMONG GENERATION Z EMPLOYEES IN SPECIAL REGION OF YOGYAKARTA

Sarah Az Zahra

Abstract

This research aimed to analyze the influence of compensation and work-life balance on employee engagement among Generation Z employees in the special region of Yogyakarta. The sampling technique used in this study was purposive sampling, with 130 employees as respondents. Primary data were collected using a questionnaire distributed via Google Forms, which was tested for validity and reliability. Data analysis included descriptive statistical analysis, classical assumption tests (normality, linearity, multicollinearity, and heteroscedasticity tests), and hypothesis testing, including the coefficient of determination (R^2), simultaneous (F) test, and partial (t) test, conducted using IBM SPSS Statistics version 26. The research results indicated that compensation had a positive and significant effect on employee engagement, work-life balance had a positive and significant effect on employee engagement, and both compensation and work-life balance combined had a positive and significant effect on employee engagement.

Keywords: *Compensation, Employee Engagement, Work-Life Balance*