

PENGARUH *WORK LIFE BALANCE* DAN *EMPLOYEE WELL-BEING* TERHADAP MOTIVASI KERJA KARYAWAN BIZNET YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *work life balance* dan *employee well-being* terhadap motivasi kerja karyawan pada Biznet Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 33 responden melalui *Google Forms*. Data yang dikumpulkan diuji melalui uji validitas dan reliabilitas, serta pengujian asumsi klasik yang meliputi uji normalitas, uji heteroskedastisitas, dan uji multikolinearitas. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan *software IBM SPSS Statistics* versi 26. Hasil penelitian menunjukkan bahwa *work life balance* berpengaruh negatif terhadap motivasi kerja, sementara *employee well-being* berpengaruh positif terhadap motivasi kerja. Secara simultan, *work life balance* dan *employee well-being* berpengaruh positif terhadap motivasi kerja karyawan Biznet Yogyakarta.

Kata Kunci: *Work Life Balance, Employee Well-being, Motivasi Kerja*

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THE INFLUENCE OF WORK LIFE BALANCE AND EMPLOYEE WELL-BEING ON EMPLOYEE WORK MOTIVATION BIZNET YOGYAKARTA

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Abstract

This study aims to analyze the influence of work-life balance and employee well-being on employee work motivation at Biznet Yogyakarta. A quantitative approach was employed in this research, involving the distribution of questionnaires to 33 respondents via Google Forms. The collected data were tested for validity and reliability, as well as classical assumption tests, including normality, heteroscedasticity, and multicollinearity tests. The data analysis technique applied was multiple linear regression using IBM SPSS Statistics version 26. The results indicate that work-life balance has a negative effect on work motivation, whereas employee well-being has a positive effect on work motivation. Simultaneously, work-life balance and employee well-being have a positive influence on the work motivation of employees at Biznet Yogyakarta.

Keywords: *Work Life Balance, Employee Well-being, Work Motivation*