

ABSTRACT

This research is motivated by problems related to how the company can increase the level of employee job satisfaction, one of the factors is by implementing a work life balance. So this study aims to determine and analyze the effect of work life balance on job satisfaction of PT MNC Investama Tbk employees (Studies in the Division of Social Media and Media Management).

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was carried out by using a saturated sampling technique of 50 respondents, all employees of the Social Media Division and Media Management Division as many as 50 employees. While the data analysis technique used is descriptive analysis and simple linear regression analysis.

The results of the study based on descriptive analysis showed that the work life balance and job satisfaction variables were in the good category. Based on regression analysis, the work life balance variable has a significant effect on job satisfaction with a magnitude of 61.7% and the rest is influenced by other factors not examined in this study.

Keywords : Work Life Balance, Job Satisfaction, PT MNC Investama Tbk.