

ABSTRACT

This study focuses on the challenges faced by career women in juggling dual roles as professional workers and homemakers, highlighting Work-Family Conflict (WFC) and its impact on performance and work stress. In Indonesia, particularly in major cities, the phenomenon of career women performing dual functions is becoming more common, raising important questions about how they manage these challenges and the impact on workplace performance. This study aims to understand the influence of WFC on career women's performance, with work stress as a mediating variable.

The research method used is quantitative with a survey approach. The research sample consists of career women aged 25-40 years residing in West Java. Data collection was conducted through questionnaires designed to measure WFC, work stress, and performance variables. Data analysis used Partial Least Squares (PLS) to test hypotheses and identify relationships between variables.

The results show that Work-Family Conflict has a significant influence on career women's performance, with work stress serving as an important mediating factor. These findings confirm that conflict between work and family can reduce women's job performance through increased work stress. With p values of 0.001 for Work-Family Conflict and 0.000 for work stress, this study shows that both variables have a significant influence on career women's performance.

The conclusion of this study is that companies should implement policies that support work-family balance, such as flexible work hours and locations, and provide psychological support. For employees, it is advised to actively seek stress management strategies and work-family balance techniques. Further research is recommended to explore other aspects affecting WFC, work stress, and career women's performance.

Keyword: Work-Family Conflict, Work Stress, Performance.