

ABSTRACT

Changes in workforce characteristics due to the entry of Generation Z into the job market have introduced new challenges for companies, particularly in Jakarta as the center of economic activity. Generation Z is known to prefer work flexibility, a balance between personal life and work (work life balance), and fair compensation as key factors in maintaining loyalty to a company. However, the high level of turnover intention among this generation indicates a mismatch between expectations and current working conditions.

This study employs a quantitative approach using the SEM-PLS method, with data collected from 290 respondents through an online questionnaire. The results show that Work Life Balance and Work Compensation have negative and significant effect on Turnover Intention. In other words, the better the work-life balance and compensation received, the lower the employee's desire to leave the company.

These findings are expected to provide input for companies in designing policies that support the retention of Generation Z employees in Jakarta.

Keywords: *Turnover Intention, Work Life Balance, Work Compensation, Generation Z.*