

## **ABSTRACT**

*In the coming year, it is predicted that Generation Z will account for about one-third of the workforce. Companies are required to be able to adapt to generational changes in order to minimize turnover in the company. Many efforts can be made by companies to manage employees to create loyalty and positive contributions to the company.*

*The purpose of this study is to determine how the relationship between career development on intention to stay in Generation Z in Greater Bandung and the relationship between work life balance on intention to stay in Generation Z in Greater Bandung. It is hoped that this research can provide a reference for companies that want to recruit Generation Z, which is known as a career-conscious generation and jumpers, in order to increase the desire to stay in the company.*

*The method used in this research is quantitative method, the population of this research is Generation Z in Greater Bandung, with a research sample of 150 respondents, using non probability sampling method with purposive sampling type. Furthermore, the data was processed using descriptive analysis techniques and SEM-PLS analysis.*

*The results showed that career development has a significant and positive effect on intention to stay. Then work life balance has a positive effect on intention to stay. This means that the better the career development and work life balance in the company, the higher the level of intention to stay or the desire to stay in the company.*

*Based on the results of the study, the suggestion is that companies are expected to improve aspects of career development and a balanced work life balance in the company in order to increase intention to stay in the company.*

**Keyword:** *Career development, Intention to stay, Work life balance*