

ABSTRACT

Generation Z is now the dominant segment in the labor market of Greater Bandung, characterized by a strong demand for balance between work and personal life. The high level of turnover intention among this generation poses a challenge for companies to retain young talent. This study aims to analyze the effect of work-life balance on the turnover intention of Generation Z employees in Greater Bandung.

A quantitative method with a causal approach was employed. Data were collected through an online questionnaire distributed to 100 Generation Z employees working in various industrial sectors. The sampling technique used was purposive sampling, and the data were analyzed using simple linear regression with SPSS version 25.

The results reveal that work-life balance has a negative and significant effect on turnover intention. This indicates that the higher the level of work-life balance perceived by employees, the lower their intention to leave the job. The findings highlight the importance of implementing policies that support time balance, engagement, and employee satisfaction to reduce turnover intention.

This research is expected to contribute to organizations in designing human resource management strategies that are more adaptive to the needs of Generation Z, as well as enrich the academic literature on the work behavior of the younger workforce in Indonesia.

Keywords: *Work-life balance, Turnover intention, Generation Z, Human Resource Management*