

ABSTRACT

Generation Z, which now dominates the workforce in Indonesia, especially in West Java, faces challenges in career development and work-life balance. Companies are asked to adjust to the changes in the working style of the new generation in order to minimize the occurrence of turnover in the company. With this, there are many efforts and ways that can be done by companies to achieve employee loyalty, as well as positive contributions to the company.

The purpose of this study is to determine career development in generation Z in West Java, to determine Work Life Balance in generation Z in West Java, to determine intention to stay in generation Z in West Java, to determine the effect of career development on intention to stay in generation Z in West Java, and to determine the effect of Work Life Balance on intention to stay in generation Z in West Java.

The method used in this research is a quantitative method with a descriptive and causal approach, with the population of this study being Generation Z in West Java, with a research sample of 453 respondents, using a non-probability sampling method with purposive sampling type. Reliability test was conducted to ensure data quality and using descriptive analysis. Furthermore, the data was processed using descriptive analysis techniques and analysis through SPSS.

The results of descriptive analysis show that respondents give responses to career development variables in the good category, work-life balance variables in the balanced category and intention to stay variables in the high category. And career development has a significant positive effect on intention to stay, Work Life Balance also has a significant positive effect on intention to stay.

This study also provides suggestions that companies can start to design clear and transparent career paths, and communicate them with good socialization to employees, facilitate career development programs and consider work-life balance policies to create a work environment that supports employee and company growth.

Keywords: Generation Z, Career development, Work Balance, Retention Intention