

ABSTRACT

This At this point, companies must adapt to new resources that will begin to replace previous generations. This generation is Generation Z. Generation Z is also referred to as the Internet Generation or iGeneration because they were born and raised in an era of rapidly developing technology and the internet, making them highly adaptable to using these tools. As a result, Generation Z will bring a new spirit to the workplace, as previous generations will gradually begin to decrease in the workforce.

The purpose of this study is to gain a deeper understanding of the influence of work-life balance, work environment, and compensation on Generation Z's job satisfaction in West Java. It is hoped that this study can contribute to improving understanding in the field of human resource management, particularly in these areas.

This study employs a quantitative method with data collection techniques using questionnaires distributed to Generation Z in West Java. The sampling technique used is purposive sampling as a method to determine the sample in non-probability sampling with 385 respondents, and the analysis method used is SEM-PLS.

The results of the study indicate that work-life balance has a positive and significant influence on job satisfaction. The work environment has a positive and significant influence on job satisfaction. Furthermore, compensation has a positive and significant influence on job satisfaction.

Based on the research results, the advice that can be given to companies that want to recruit Gen Z is that companies need to improve work-life balance with flexible work policies, a work environment with safe facilities and a positive work culture, and compensation with competitive salaries and comprehensive benefits, so that Gen Z employees are more satisfied with their jobs.

Keywords: *Generation Z, Work-Life Balance, Work Environment, Compensation, Job Satisfaction*