

Abstract

This study aims to examine the influence of work-life balance and work environment on the loyalty of Generation Z employees in Indonesia. The research employs a quantitative approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique. Data were collected through an online survey involving 125 respondents who met the research criteria. The findings indicate that work-life balance has a significant influence on employee loyalty, the work environment also significantly affects employee loyalty, and both factors together have a significant simultaneous effect on the loyalty of Generation Z employees in Indonesia.

This study is expected to provide empirical evidence of a positive relationship between work-life balance and the work environment in enhancing employee loyalty. These two factors are believed to play a crucial role in increasing job satisfaction and fostering employee engagement. Furthermore, the research aims to explore key aspects of work-life balance and the work environment that have the most substantial impact on employee loyalty.

The findings of this study are expected to offer practical recommendations for companies to develop policies that support work-life balance and create a comfortable and productive work environment. Such policies are intended to enhance the loyalty of Generation Z employees, strengthen a collaborative work culture, and support sustainable human resource management.

Keywords: Work Life Balance, Work Environment, Employee Loyalty, Generation Z.