

ABSTRACT

This study aims to analyze the influence of work-life balance and work environment on turnover intention among Generation Z employees in Bandung City. Generation Z is selected as the focus of the study because this group is increasingly dominating the labor market, while also showing a high tendency toward turnover intention. This research uses a quantitative approach with a non-probability sampling method and purposive sampling technique, where the criteria for respondents are Generation Z employees who have at least one year of work experience in Bandung. The sample size was determined using the Cochran formula, as the total population is unknown. With a confidence level of 95% and a margin of error of 10%, the minimum required sample size was 100 respondents. Data collection was carried out through the distribution of online questionnaires via Google Forms, which were developed based on variable indicators of work-life balance, work environment, and turnover intention adapted from previous theories and studies.

Keywords: *Work-life balance, work environment, turnover intention, Generation Z, Bandung City.*