

ABSTRAK

PENGARUH *WORK LIFE BALANCE*, *EMPLOYEE ENGAGEMENT*, DAN *EMPLOYEE RELATION* TERHADAP KEPUASAN KARYAWAN BCA KCU BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *work life balance* terhadap kepuasan karyawan BCA KCU Bandar Lampung; (2) pengaruh *Employee engagement* terhadap kepuasan karyawan BCA KCU Bandar Lampung dan; (3) pengaruh *employee relation* terhadap kepuasan karyawan BCA KCU Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling*, dengan jumlah 103 responden. Teknik analisis yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda, dengan menggunakan SPSS 25. Hasil dari penelitian ini menunjukkan bahwa: 1) *work life balance* tidak memiliki pengaruh terhadap kepuasan karyawan BCA KCU Bandar Lampung; 2) *employee engagement* berpengaruh terhadap kepuasan karyawan BCA KCU Bandar Lampung; 3) *employee relation* berpengaruh terhadap kepuasan karyawan BCA KCU Bandar Lampung.

Kata kunci: *Work Life Balance*, *Employee engagement*, *Employee relation*, Kepuasan kerja.

ABSTRACT

**THE INFLUENCE OF WORK LIFE BALANCE, EMPLOYEE
ENGAGEMENT, AND EMPLOYEE RELATION ON EMPLOYEE
SATISFACTION AT BCA KCU BANDAR LAMPUNG**

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This study was conducted with the aim of determining: (1) the effect of work-life balance on employee satisfaction at BCA KCU Bandar Lampung; (2) the effect of employee engagement on employee satisfaction at BCA KCU Bandar Lampung; and (3) the effect of employee relations on employee satisfaction at BCA KCU Bandar Lampung. This research uses a quantitative approach with purposive sampling technique, involving a total of 103 respondents. The analytical method employed in this study is multiple linear regression analysis using SPSS 25. The results of the study indicate that: (1) work-life balance does not have a significant effect on employee satisfaction at BCA KCU Bandar Lampung; (2) employee engagement has a significant effect on employee satisfaction at BCA KCU Bandar Lampung; and (3) employee relations have a significant effect on employee satisfaction at BCA KCU Bandar Lampung.

Keywords: Work Life Balance, Employee engagement, Employee relation, Employee Satisfaction.