

# Pengaruh Flexible Work Arrangement Terhadap Turnover Intention Dimediasi Oleh Job Satisfaction Dan Work Life Balance Karyawan Advertising Agency = The Effect Of Flexible Work Arrangement On Turnover Intention Mediated By Job Satisfaction And Work-Life Balance On Advertising Agency Employee

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## Abstrak

Sumber daya manusia merupakan aspek penting dalam perusahaan. Untuk itu, penting bagi manajemen SDM untuk mengatur sumber daya manusia perusahaan untuk mencapai kepuasan kerja karyawan dan keseimbangan antara kehidupan dan pekerjaan karyawan. Unsur work-life balance merupakan salah satu yang terpenting dalam mencapai kepuasan kerja karyawan. Hal ini juga dapat membantu mengurangi jumlah turnover intention yang sering terjadi pada perusahaan advertising agency. Penelitian ini bertujuan untuk mengetahui pengaruh Flexible Work Arrangements (FWA), Turnover Intention, Work-life Balance, dan Job Satisfaction pada karyawan advertising agency. Penelitian akan dilakukan terhadap 210 responden yakni pegawai tetap dengan menggunakan alat ukur SRQ-20 (Self-Reporting Questioner -20), IPWQ (Individual Performance Work Questionnaire) dan menganalisis pengaruhnya menggunakan PLS SEM. Pengumpulan data dilakukan secara online dan menggunakan teknik convenience sampling dan dilakukan selama 1 bulan. Hasil kajian tersebut menunjukkan adanya pengaruh positif dari praktik flexible work arrangement terhadap job satisfaction dan work-life balance. Sementara, dengan flexible work arrangement, work-life balance, dan job satisfaction yang tinggi memberikan pengaruh negatif terhadap turnover intention. Implikasi manajerial dari penelitian ini dapat dipertimbangkan sebagai solusi untuk meningkatkan kepuasan kerja, keseimbangan antara kerja dan kehidupan pribadi serta dapat menurunkan angka turnover intention.

.....Human resources are an important aspect in the company. For this reason, it is important for Human Resource management to regulate the company's human resources to achieve employee job satisfaction and work-life balance. The element of work-life balance is one of the most important in achieving employee job satisfaction. This can also help reduce the number of turnover intentions that often occur in advertising agency companies. This study aims to determine the effect of Flexible Work Arrangements (FWA), Turnover Intention, Work-life Balance, and Job Satisfaction on advertising agency employees. The research will be conducted on 210 respondents, namely permanent employees, using the measuring instrument SRQ-20 (Self-Reporting Questioner -20), IPWQ (Individual Performance Work Questionnaire) and analyzing its effect using PLS SEM. Data collection was done online and using convenience sampling technique and was carried out for 1 month. The results of this study indicate that there is a positive effect of practical flexible work arrangements on job satisfaction and work-life balance. Meanwhile, with high flexible work arrangements, work-life balance, and job satisfaction proved they have a negative influence on turnover intention. The result from this research could be considered as managerial implication for a solution to increase job satisfaction, work-life balance, and reduce turnover intention.