

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2025

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“Pengaruh *Work Life Balance* Dan Kompensasi Terhadap Loyalitas Dengan Kepuasan Kerja Sebagai Variabel *Intervening* Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Terhadap Karyawan Generasi Z Dalam Industri Kreatif Di DKI Jakarta)”

(123 Halaman + XI Halaman + 22 Tabel + 3 Gambar + 6 Lampiran)

Uraian Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh work life balance dan kompensasi terhadap loyalitas karyawan dengan kepuasan kerja sebagai variabel intervening, serta tinjauannya dalam sudut pandang Islam. Penelitian ini melibatkan jumlah sampel sebanyak 180 responden yang bekerja sebagai karyawan generasi z di industri kreatif DKI Jakarta, dengan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui metode survei menggunakan instrumen kuesioner dan dianalisis menggunakan metode *Partial Least Square Structural Equation Modeling* (PLS-SEM). Data diolah dengan bantuan aplikasi SPSS dan WarpPLS. Hasil penelitian menunjukkan bahwa (1) *Work life balance* berpengaruh positif dan signifikan terhadap kepuasan kerja. (2) Kompensasi tidak berpengaruh signifikan terhadap kepuasan kerja. (3) Kepuasan kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan. (4) *Work life balance* berpengaruh positif dan signifikan terhadap loyalitas karyawan. (5) Kompensasi berpengaruh positif dan signifikan terhadap loyalitas karyawan. (6) Kepuasan kerja memediasi pengaruh *work life balance* terhadap loyalitas karyawan. (7) Kepuasan kerja tidak memediasi pengaruh kompensasi terhadap loyalitas karyawan. Dalam sudut pandang Islam, nilai-nilai seperti keadilan dalam pemberian hak, keseimbangan antara kehidupan dunia dan akhirat, serta penghargaan terhadap kerja keras tercermin dalam implementasi *work life balance* dan kompensasi yang beretika, yang mendorong terbentuknya loyalitas dan kepuasan kerja yang memadai.

Kata Kunci: *Work Life Balance*, Kompensasi, Kepuasan Kerja, Loyalitas Karyawan, Generasi Z, Industri Kreatif, Perspektif Islam.

ABSTRACT

Faculty of Economics and Business

S-1 Management Study Program

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“The Influence of Work-Life Balance and Compensation on Loyalty with Job Satisfaction as an Intervening Variable and Its Review from an Islamic Perspective (A Case Study on Generation Z Employees in the Creative Industry in DKI Jakarta)”

(123 Pages + XI Pages + 22 Tables + 3 Figures + 6 Attachments)

Uraian Abstrak

The purpose of this study is to examine the influence of work-life balance and compensation on employee loyalty, with job satisfaction as an intervening variable, and to review the findings from an Islamic perspective. This research involved a total sample of 180 respondents who are Generation Z employees working in the creative industry in DKI Jakarta, selected using purposive sampling technique. Data were collected through a survey method using a questionnaire instrument and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method. Data processing was conducted with the assistance of SPSS and WarpPLS applications. The results show that (1) Work-life balance has a positive and significant effect on job satisfaction. (2) Compensation does not have a significant effect on job satisfaction. (3) Job satisfaction has a positive and significant effect on employee loyalty. (4) Work-life balance has a positive and significant effect on employee loyalty. (5) Compensation has a positive and significant effect on employee loyalty. (6) Job satisfaction mediates the effect of work-life balance on employee loyalty. (7) Job satisfaction does not mediate the effect of compensation on employee loyalty. From an Islamic perspective, values such as justice in granting rights, balance between worldly and spiritual life, and appreciation for hard work are reflected in the ethical implementation of work-life balance and compensation, which contribute to the formation of adequate loyalty and job satisfaction.

Kata Kunci: *Work Life Balance, Compensation, Job Satisfaction, Employee Loyalty, Generation Z, Creative Industry, Islamic Perspective*