

## **ABSTRACT**

*Work life balance and stress management in an effort to retain employees are important, especially in generation Y. Companies need to pay attention to employee welfare and make efforts to retain them. This research uses quantitative methods with data processing using the Smart PLS version 4 application, with 100 generation Y employees as respondents. Based on the research conducted, it is known that work-life balance has a positive and significant effect on turnover intention so that H1 is rejected, job stress has a positive and significant effect on turnover intention so that H2 is accepted, and work-life balance has a positive and significant effect on job stress so that H3 is rejected. Overall, this study concludes that work-life balance and job stress are important factors that influence employee turnover intention. Management needs to pay more attention to aspects such as time allocation, compensation policies, and efforts to reduce work stress in order to increase employee satisfaction and retention.*

*Keywords: Work-life Balance, Job Stress, Turnover Intention*