

ABSTRACT

The background of this study is grounded in the importance of work-life balance and employee engagement in sustaining productivity and performance within digital media companies such as Detikcom. The fast-paced and dynamic nature of the media industry often creates psychological pressure, making work-life balance and engagement critical factors in maintaining employee performance. This study aims to examine the influence of work-life balance on employee performance, with employee engagement serving as a mediating variable. A quantitative explanatory research approach was employed, and data were collected through questionnaires administered to 125 news-content employees using a census technique. The data were then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.

The findings reveal that work-life balance has a positive and significant effect on employee performance, although its direct influence is not particularly strong. Another key finding is that employee engagement significantly mediates the relationship between work-life balance and employee performance. This indicates that work-life balance exerts its optimal impact on performance when it successfully enhances employees' engagement in their work. Thus, engagement functions as a psychological mechanism that transforms work-life balance into productive behavior and high job performance.

Theoretically, this study strengthens the understanding of employee engagement as a mediating variable within the framework of the Job Demands–Resources (JD-R) Model, especially in explaining how work-related resources influence performance outcomes. Practically, the findings provide recommendations for digital media organizations to reinforce adaptive work-life balance policies and to design engagement-enhancing strategies in order to achieve optimal employee performance.

Keywords: Work-Life Balance, Employee Engagement, Employee Performance, PLS-SEM