

ABSTRACT

This study aims to analyze the influence of work-family balance on women's career development among female employees by examining the mediating role of job performance and the moderating role of a gender-friendly environment. The primary background is the phenomenon of career bottlenecks for women in the financial sector, where high professional demands often overlap with domestic responsibilities.

The research method used was a quantitative approach with an explanatory design. Data were collected through questionnaires from 163 respondents, representing the entire population of female permanent Account Officer (AO) employees at PT Pembiayaan X, Pati Regency, using a census technique. Data analysis was performed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) using SmartPLS 4.0 software.

The results indicate that work-family balance has a positive and significant effect on women's career development. Furthermore, job performance was shown to act as a partial mediating variable in this relationship, indicating that dual role balance will increase work productivity before impacting career advancement. However, a gender-friendly environment was not shown to have a significant moderating role, indicating that the career development of female AOs at the study site was more predominantly determined by objective individual performance achievements than external environmental factors.

Theoretically, this study strengthens Border Theory in explaining the management of work-family role boundaries. Practically, PT Pembiayaan X is recommended to evaluate administrative workloads and standardize training opportunities to optimize the career potential of female employees without sacrificing the stability of their personal lives.

Keywords: *Work-Family Balance, Job Performance, Gender-Friendly Environment, Women's Career Development, SEM-PLS.*