

ABSTRACT

This study aims to examine: (1) the effect of Work Life Balance on Employee Performance, (2) the effect of Work Life Balance on Employee Engagement, (3) the effect of Employee Engagement on Employee Performance, and (4) the mediating role of Employee Engagement in the relationship between Work Life Balance and Employee Performance. This research was conducted on employees of PT Telkomsel Semarang.

This study employed a quantitative approach. The data were collected from 138 respondents who are active employees of PT Telkomsel Semarang through questionnaires that had been tested for validity and reliability. The data analysis technique used was Partial Least Square – Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software to test the hypotheses and analyze the relationships among variables.

The results show that Work Life Balance has a positive and significant effect on Employee Performance, Work Life Balance also has positive and significant effect on Employee Engagement. Furthermore, Employee Engagement has a positive and significant effect on Employee Performance. In addition, Employee Engagement is proven to mediate the effect of Work Life Balance on Employee Performance. These findings indicate that maintaining a balance between work and personal life plays an important role in strengthening Employee Engagement, which ultimately improves Employee Performance at PT Telkomsel Semarang.

Keywords: Work Life Balance, Employee Performance, Employee Engagement.



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