

ABSTRACT

This study aims to analyze the role of work-life balance and psychological well-being in improving the productivity of Generation Z employees at PT Bank Rakyat Indonesia Region 7. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to Generation Z employees within the organization. This approach was used to identify the influence of work-life balance and psychological well-being on employee productivity. The results indicate that work-life balance has a positive and significant effect on employee productivity. This suggests that the better the perceived balance between work and personal life, the higher the productivity level of Generation Z employees. In addition, psychological well-being is also proven to have a positive and significant effect on work productivity. Furthermore, this study reveals a significant mediating effect, in which psychological well-being acts as a mediator in the relationship between work-life balance and employee productivity. These findings confirm that productivity improvement is not only directly influenced by work-life balance but also indirectly through enhanced employees' psychological well-being. This study provides an important contribution to the development of human resource management strategies, particularly in creating a balanced work environment aligned with the BRILiaN WAY culture to support psychological well-being, thereby optimally improving the productivity of Generation Z employees in the banking sector.

Keywords: *Employee Productivity, Generation Z, Psychological Well-Being, Work Life Balance.*

