

ABSTRACT

The existence of Human Resources (HR) plays an important role in a company to help facilitate the achievement of the company's main objectives. At PT. XYZ, job satisfaction will arise if supported by good organizational culture management and the creation of a work-life balance applicable to all employees.

The purpose of this research is to determine the influence of organizational culture on employee job satisfaction and the influence of work-life balance on employee job satisfaction at PT. XYZ, Bandung City.

This research uses a quantitative method with a sample size of 79 people. The sampling technique in this study is non-probability sampling with a saturated sampling type and the analysis method using SEM-PLS with Smart-PLS 4. Additional analysis using Partial Least Square Multigroup Analysis (MGA) to test whether there are differences between male and female employees in the influence of organizational culture on job satisfaction, and work-life balance on job satisfaction.

The results of this study indicate a positive and significant influence of organizational culture on employee job satisfaction, as well as a positive influence of work-life balance on employee job satisfaction. Additionally, there is a difference between male and female genders in the influence of organizational culture on employee job satisfaction, and there is no difference between male and female genders in the influence of work-life balance on employee job satisfaction.

The form of advice that can be given to PT.XYZ in the city of Bandung is to always pay attention to the job satisfaction of all its employees by continuously improving the applied organizational culture and prioritizing work-life balance to achieve maximum employee job satisfaction in the company.

Keywords: Organizational Culture, Work-Life Balance, Job Satisfaction.