

ABSTRACT

This study aims to determine the impact of digitalization on the work-life balance of Generation Z employees at PT Pupuk Kalimantan Timur (PKT). With the increasing application of technology in the world of work, it is important to evaluate how digitalization affects the balance between work and personal life of employees, especially the younger generation who are more adaptive to technological developments.

The research method is quantitative with descriptive causality. The sampling technique used in this research is non probability sampling incidental sampling type through questionnaires distributed to 149 Gen Z employees working at PKT as respondents. The data collected was then analyzed to describe how digitalization in the workplace relates to aspects such as connectivity, human resources, internet usage, and digital public services, as well as its impact on employees work-life balance. The data analysis techniques used were descriptive analysis and simple linear regression analysis.

The results show that digitalization (X) at PKT has had a positive impact on work efficiency and time flexibility, supporting the improvement of work-life balance (Y) for Gen Z employees. However, while digitization has made many aspects of work easier, there are still major challenges related to the frequency of working outside of working hours and the difficulty of separating work from personal life.

Keywords: *Digitalization, Work-life Balance, Gen Z*