

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *work-life balance*, *self-efficacy*, dan *employee engagement* terhadap motivasi kerja pada karyawan PT Triputra Textile Industry di Kabupaten Bandung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 91 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan penyebaran kuesioner. Metode analisis yang digunakan yaitu *Method of Successive (MSI)*, analisis regresi linier berganda, korelasi berganda, koefisien determinasi, dan uji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *work-life balance*, *self-efficacy*, dan *employee engagement* terhadap motivasi kerja pada karyawan PT Triputra Textile Industry di Kabupaten Bandung secara simultan sebesar 46,8%. Secara parsial pengaruh *work-life balance* terhadap motivasi kerja sebesar 3%, *self-efficacy* terhadap motivasi kerja sebesar 37,9% dan *employee engagement* terhadap motivasi kerja sebesar 2,4%. Sehingga dapat disimpulkan bahwa *self-efficacy* memberikan pengaruh yang lebih besar terhadap motivasi kerja pada karyawan PT Triputra Textile Industry di Kabupaten Bandung.

Kata Kunci: *Work-Life Balance, Self-Efficacy, Employee Engagement, Motivasi Kerja*

ABSTRACT

This study aims to determine the effect of work-life balance, self-efficacy, and employee engagement on work motivation among employees of PT Triputra Textile Industry in Bandung Regency. The research method used is descriptive and verificative with a sample size of 91 respondents. The data collection techniques used are observation, interviews, and questionnaires. The analysis methods used were the Method of Successive (MSI), multiple linear regression analysis, multiple correlation, coefficient of determination, and hypothesis testing. The results showed that there was a positive and significant influence between work-life balance, self-efficacy, and employee engagement on work motivation among employees of PT Triputra Textile Industry in Bandung Regency, amounting to 46.8%. Partially, the effect of work-life balance on work motivation is 3%, self-efficacy on work motivation is 37.9%, and employee engagement on work motivation is 2.4%. Thus, it can be concluded that self-efficacy has a greater effect on work motivation among employees of PT Triputra Textile Industry in Bandung Regency.

Keywords: Work-Life Balance, Self-Efficacy, Employee Engagement, Work Motivation