

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *employee engagement* dan *work-life balance* terhadap kinerja karyawan pada Bank Sumsel Babel Cabang Utama Kapten A. Rivai Palembang. Penelitian menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 59 karyawan menggunakan teknik sampling jenuh. Data dianalisis menggunakan regresi linier berganda serta uji t dan uji F melalui SPSS versi 26. Hasil penelitian menunjukkan bahwa *employee engagement* dan *work-life balance* berpengaruh positif dan signifikan terhadap kinerja karyawan, baik secara parsial maupun simultan. *Employee engagement* memiliki nilai signifikansi 0,000 dan koefisien 0,392, sedangkan *work-life balance* memiliki signifikansi 0,001 dan koefisien 0,715. Secara simultan, kedua variabel memberikan pengaruh signifikan dengan nilai Fhitung 66,505 dan signifikansi 0,000. Temuan ini menunjukkan bahwa peningkatan keterlibatan karyawan dan keseimbangan hidup kerja dapat mendorong kinerja yang lebih baik. Penelitian ini merekomendasikan agar perusahaan memperkuat program keterlibatan karyawan serta memperhatikan keseimbangan antara pekerjaan dan kehidupan pribadi guna meningkatkan produktivitas.

Kata kunci: *Employee Engagement, Work-Life Balance, Kinerja Karyawan.*

ABSTRACT

*This study aimed to examine the effect of employee engagement and work-life balance on employee performance at **Bank Sumsel Babel Cabang Utama Kapten A. Rivai Palembang**. The research employed a quantitative approach by distributing questionnaires to 59 employees using a saturated sampling technique. The data were analyzed using multiple linear regression along with t-tests and F-tests through SPSS version 26. The results indicated that both employee engagement and work-life balance had a positive and significant effect on employee performance, both partially and simultaneously. Employee engagement showed a significance value of 0.000 with a regression coefficient of 0.392, while work-life balance showed a significance value of 0.001 with a regression coefficient of 0.715. Simultaneously, the two variables significantly influenced employee performance, with an F-value of 66.505 and a significance level of 0.000. These findings suggested that higher employee engagement and better work-life balance contributed to improved employee performance. Based on these results, the study recommended that the company enhance employee engagement programs and implement supportive work-life balance policies to boost productivity.*

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