

ABSTRACT

(PUTRI AMIRA ZAHRA / 2200861201104 / 2026 / THE INFLUENCE WORK LIFE BALANCE AND CAREER DEVELOPMENT ON THE PERFORMANCE OF LECTURERS AND STAFF OF THE FACULTY OF ECONOMICS, BATANGHARI UNIVERSITY IN 2021-2025 / LECTURER I Hj RENI DEVITA, SE, MM / LECTURER II GUPRON, S.KOM, M.KOM)

Work Life Balance and Career Development have become strategic factors in improving the performance of lecturers and staff at the Faculty of Economics, Universitas Batanghari for the period 2021–2025. As one of the higher education institutions in Jambi Province, the Faculty of Economics, Universitas Batanghari must pay close attention to these two aspects. Changes in the education system, accreditation demands, and the increasing need for educational services have made the roles of lecturers and staff more complex and challenging.

This research is based on the concept of human resource management, which emphasizes the role of work life balance and career development in enhancing performance. Work life balance is understood as the balance of time, behavior, strain, and energy between work and personal life. Career development is related to clear promotion opportunities and participation in various training programs, while performance is associated with work quality, work quantity, and responsibility.

The research method employed is quantitative, with data collection conducted through questionnaires and interviews distributed to all lecturers and staff. Data analysis techniques include validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, coefficient of determination, as well as partial and simultaneous hypothesis testing.

The results indicate that work life balance and career development are categorized as good. Simultaneously, both variables have a significant effect on the performance of lecturers and staff. Partially, work life balance and career development have a positive and significant effect on performance.

Based on these findings, it can be concluded that sustainable work life balance and career development are important factors in improving the performance of lecturers and staff at the Faculty of Economics, Universitas Batanghari for the period 2021–2025.

Keywords: Work Life Balance, Career Development, Performance

ABSTRAK

(PUTRI AMIRA ZAHRA / 2200861201104 / 2026 / PENGARUH WORK LIFE BALANCE DAN PENGEMBANGAN KARIR TERHADAP KINERJA PADA DOSEN DAN STAFF FAKULTAS EKONOMI UNIVERSITAS BATANGHARI TAHUN 2021-2025 / PEMBIMBING I Hj RENI DEVITA, SE, MM / PEMBIMBING II GUPRON, S.KOM, M.KOM)

Work Life Balance dan Pengembangan juga menjadi faktor strategis dalam meningkatkan kinerja dosen dan staff Fakultas Ekonomi Universitas Batanghari Tahun 2021-2025. Fakultas Ekonomi Universitas Batanghari sebagai salah satu institusi pendidikan di Provinsi Jambi tentu harus memperhatikan kedua aspek tersebut. Perubahan sistem pendidikan, tuntutan akreditasi, serta meningkatnya kebutuhan layanan pendidikan membuat peran dosen dan staf semakin kompleks.

Penelitian ini didasarkan pada konsep manajemen sumber daya manusia yang menekankan peran *work life balance* dan pengembangan karir terhadap kinerja. *Work life balance* di pahami sebagai keseimbangan waktu, perilaku, ketegangan dan energi. Pengembangan karir berkaitan dengan kenaikan pangkat yang jelas dan kesempatan mengikuti berbagai latihan, sedangkan kinerja berkaitan dengan kualitas kerja, kuantitas kerja dan tanggung jawab.

Metode penelitian yang digunakan adalah kuantitatif dengan Teknik pengumpulan data melalui kuesioner, wawancara yang di sebarakan kepada seluruh dosen dan staff. Teknik analisis data meliputi uji validitas, uji reabilitas, uji asumsi klasik, analisis linear berganda, koefisien determinan, serta pengujian secara parsial dan simultan.

Hasil penelitian menunjukkan bahwa *work life balance* dan pengembangan karir berada pada kategori baik. Secara simultan kedua variabel tersebut berpengaruh signifikan terhadap kinerja dosen dan staff. Secara parsial, *work life balance* dan pengembangan karir berpengaruh positif dan signifikan terhadap kinerja.

Berdasarkan hasil penelitian ini dapat disimpulkan bahawa *work life balance* dan pengembangan karir yang berkelanjutan merupakan faktor penting dalam meningkatkan kinerja dosen dan staff Fakultas Ekonomi Universitas Batanghari Tahun 2021-2025.

Kata Kunci: *Work Life Balance*, Pengembangan Karir, Kinerja