

WORK-LIFE BALANCE: THE ROLE AND EFFORTS OF COMPANIES IN IMPROVING EMPLOYEE PERFORMANCE

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ABSTRACT

In an increasingly demanding work environment, balance between work and personal life has become an important aspect that can influence employee productivity and well-being. This research aims to examine the role of work-life balance and its efforts in improving employee performance. This research uses qualitative methods with descriptive methods. The research results show that the implementation of the work-life balance policy has a natural role in improving employee performance, namely by increasing productivity, providing better and happier mental health, increasing employee retention, strengthening the company's reputation and a more positive work environment. Apart from that, in the efforts we make towards employees in supporting the implementation of work-life balance in the work environment, there are several things that must be considered, namely providing realistic targets, setting a good example in terms of balance, holding collaborative events between employees and their families, and recognizing life. employees outside the company. Thus, implementing work-life balance is not only an organizational task, but also a shared responsibility to create a more humane and competitive work environment.

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INTRODUCTION

Success in managing a company to achieve organizational goals really depends on the role of human resources who are full of commitment and responsible for their duties and responsibilities (Iskandar, 2018). Human resources are the most valuable asset in an organization, because they not only carry out operational tasks, but also contribute to the creation of innovative ideas that encourage company growth and development (Abdullah, 2017). Committed employees tend to show high dedication, integrity, and a desire to continue learning and developing. They have the motivation to work efficiently and effectively, and show a strong sense of responsibility in completing the tasks given (Labola, 2019). In addition, responsible employees understand the importance of their role in achieving the organization's vision and mission, and they strive to ensure that every work they do makes a positive contribution to the company's overall goals (Septiani et al, 2023).

Employee performance is an aspect that is of primary concern to both the company and the employees themselves, because this performance can influence the company's overall performance (Lukmiati, 2020) and play a role in employee promotion and career development, and ultimately contribute to achieving company goals (Robbins & Judge, 2019). To improve employee performance, companies implement various strategies and policies. This strategy

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includes financial policies such as competitive compensation, bonuses and incentives, as well as non-financial policies which include health and fitness programs, training and skills development, as well as initiatives to improve employee welfare (Mondy & Martocchio, 2016).

Performance, as defined by Kawiana (2020), is the result of individual efforts to carry out tasks in accordance with established rules and specifications. This shows that performance is not just about the end result, but also about the process and how tasks are completed. Meanwhile, Abdullah (2014) added that employee performance is the work result achieved by an employee in completing their duties successfully and effectively, which means making a significant contribution to the success of the organization as a whole. Thus, it is important for companies to not only set clear performance standards but also provide the necessary support and resources so that employees can achieve and even exceed these standards (Supriyadi & Zharauddin, 2023).

To improve employee performance, companies must meet employee needs and create a balance between work life and personal life or what is known as work-life balance (Lockwood, 2003). The term "work-life balance" refers to the relationship between work factors and non-work factors of an employee, where achieving this balance is often interpreted as the ability to limit one side, usually work, in order to have more time for the other side of life (Kelliher et al., 2019). Thus, the concept of work-life balance states that employees who are able to balance their time between personal life and work will be more focused and responsible in carrying out their duties (Kalliath & Brough, 2008).

According to Moorhead & Griffin (2013), work-life balance is a person's ability to achieve a balance between personal and family obligations and work demands. Afiouni (2018) added that work-life balance is a method used in the workplace to create a work environment that encourages balance between work and personal life. By implementing policies and practices that support work-life balance, companies can help employees manage stress, increase productivity, and achieve better well-being, which in turn contributes to improving overall individual and organizational performance (Stefanie et al, 2020).

With work-life balance, it is hoped that employees will be able to set the right priorities between their career and personal life, including happiness, family, free time and spiritual development (Suku & Susanty, 2022). The right work-life balance approach is expected to be able to create a superior work ethic. Employees who have a good work-life balance tend to be more productive and high performing. Apart from that, they are also happier and more creative because of support from the environment outside the office, such as home and friendship, which supports their personal growth (Muliawati & Frianto, 2020).

On the other hand, employees who do not have a good work-life balance tend to experience decreased performance and can damage other aspects of their lives. This is caused by the high demands of work in this modern era which can result in stress and fatigue (Kholifah & Fadli, 2022). An imbalance between work and personal life can disrupt employees' mental and physical health, as well as reduce work motivation and morale. Therefore, it is important for companies to implement policies that support work-life balance to ensure employees can work optimally and maintain their personal well-being (Nursheimah et al, 2023).

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This research aims to identify the implementation of work-life balance, by analyzing the role of implementing work-life balance on employee performance, and evaluating how we support work-life balance in the workplace on employee performance. By understanding how balance between work and personal life can improve employee performance, it is hoped that this research can provide practical recommendations for companies to develop effective strategies and policies. The benefit of this research is that it provides insight to companies about the importance of work-life balance in creating a productive work environment and supporting employee welfare, which ultimately contributes to achieving organizational goals.

METHOD

This research uses a qualitative approach to produce descriptive data through observing the subject's words and behavior. This approach is known as a "research procedure" that produces descriptive data from people as well as observed behavior. Qualitative research methods are often called naturalistic methods because they are carried out in natural conditions or natural settings, and are often identified as ethnographic methods commonly used in cultural anthropology (Kusumasuti & Khoiron, 2019). This research also includes a type of descriptive research which aims to describe research objects based on their characteristics. This research focuses on in-depth understanding of the phenomenon through intensive data collection, so it does not require additional samples once the data is deemed sufficient. The main objective of this research is to present responses to existing communication strategies based on observation results. This process involves data presentation, analysis, and interpretation. Researchers categorize actors, observe the symptoms that appear, and record them in detail in an observation book (Semiawan, 2010). With this approach, research is expected to provide in-depth insight into the implementation of work-life balance and its impact on employee performance, as well as capturing nuances and complexities that cannot be measured quantitatively.

RESULTS AND DISCUSSION

Organizational policies regarding work-life balance are a crucial aspect in achieving organizational goals (Tamunomiebi & Oyibo, 2020), because human resources are the most valuable asset in achieving the company's vision and mission. Organizations that support a balance between employees' personal and work lives will create a conducive work environment, which not only increases productivity but also employee well-being. These policies can include flexibility in working hours, work from home options, adequate leave, and mental health programs, all of which are designed to help employees manage stress and maintain a balance between professional and personal responsibilities (Wulansari, 2023).

By implementing an effective work-life balance policy, organizations not only improve employee performance but also succeed in retaining their best talent. Employees who feel appreciated and supported in achieving life balance tend to be more loyal and motivated to make their best contribution (Winasis, 2016). This has a positive impact on employee retention rates and reduces costs associated with employee turnover. In addition, an organizational culture that supports employee welfare will improve the company's image as

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a good place to work, attract quality prospective employees, and strengthen employee commitment to organizational goals.

In particular, the author has identified several roles of implementing work life balance on employee performance.

1. Increased Productivity

Employees who have a balance between work and personal life tend to be more productive because they can work more focused and efficiently. The human body was created by the Creator very perfectly, so we need to pay attention to how it works in a 24 hour cycle. Ideally, this time is divided into 8 hours for work, 8 hours for non-work activities such as recreation, family and self-development, and 8 hours for rest and sleep. Adhering to this pattern is very important to maintain balance and health of the body and mind. Following a balanced work pattern helps avoid excessive fatigue and maintains concentration and productivity levels. Forcing overtime or extra work is often counterproductive, because the longer we work, concentration and efficiency tend to decrease. This decrease can lead to errors, decreased work quality, and increased stress. Therefore, it is important for employees to not only focus on effective working hours, but also ensure that they have sufficient time to rest and engage in other enjoyable and refreshing activities. Thus, they can return to work with renewed energy and motivation, ultimately contributing to better performance and overall well-being.

2. Better Mental and Physical Health and Happiness

Work-life balance policies play an important role in reducing stress and fatigue, which directly has a positive impact on employees' mental and physical health. When employees work in a correct and balanced rhythm, they are better able to achieve the desired results without sacrificing their health. This balanced work rhythm includes sufficient time for rest, non-work activities, and socializing, all of which contribute to general well-being. Thus, employees who feel fresh and energized can face work challenges more effectively and efficiently, reducing the risk of burnout and increasing overall productivity. Apart from that, achieving work-life balance also has a positive impact on employee happiness and inner satisfaction. Every individual has certain goals and achievements that they pursue, and when they successfully achieve these goals, feelings of satisfaction and happiness arise. The inner satisfaction felt when successfully completing a task well has a tremendous healing effect on the body. This sense of accomplishment not only improves mental health by reducing stress and anxiety, but also affects physical health by improving the immune system and preventing stress-related illnesses.

3. Higher Employee Retention Rates

Organizations that implement work-life balance policies well tend to have higher employee retention rates, because employees feel valued and tend to be more loyal. When companies pay attention to employee work-life balance, this creates a positive work environment where employees feel cared for and valued as individuals, not just workers. Policies such as flexible work hours, work from home options, and employee wellness programs show that companies care about the well-being of their employees. Employees who feel supported in achieving balance in their lives are more likely to have a long-term

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commitment to the company. They feel more motivated to give their best in their work, because they know that the company values their contributions and supports their personal needs. Additionally, a good work-life balance helps reduce stress and fatigue levels, which in turn increases employee job satisfaction and happiness. When employees feel happy and satisfied, they tend to have better relationships with coworkers and management, creating a harmonious and productive work culture.

4. Increased Company Reputation

Companies that are known to have good work-life balance policies tend to attract quality prospective employees and improve the company's image as a desirable place to work. This kind of policy shows that the company cares about employee well-being, which is an important factor for many professionals when choosing a place to work. Quality job candidates are often looking for more than just a competitive salary; they also want a work environment that supports balance between their work and personal lives. When companies demonstrate a commitment to work-life balance, such as through flexible work hours, adequate leave, and wellness programs, they differentiate themselves from competitors who may not offer similar benefits. In addition to attracting the best talent, companies that implement strong work-life balance policies also enjoy a better reputation in the labor market. The image of a workplace that cares about its employees creates a strong attraction for prospective employees who value personal well-being and development. This positive reputation can be strengthened through employee reviews on platforms like Glassdoor or LinkedIn, where testimonials about a good work-life balance can attract more quality applicants. Additionally, this positive image not only helps in recruitment but also in retention, as satisfied and balanced employees are more likely to stay in the long term, reducing the costs and disruption associated with high employee turnover.

5. More Positive Work Environment

Work-life balance has a significant impact in creating a more positive work environment. By having a balance between work and personal life, employees tend to feel more satisfied and engaged in their work. They have enough time to attend to non-work needs, such as family, recreation, and self-development, which helps maintain emotional and mental balance. As a result, employees feel fitter, more enthusiastic and committed to their work. This positive work environment affects overall team performance. Employees who feel satisfied and engaged tend to work better in teams, collaborate more effectively, and support each other in achieving common goals. Trust and cohesion between team members also increases, helping to increase productivity and efficiency in carrying out team tasks. Additionally, the positive impact on team performance also impacts the entire organization. High-performing teams help improve overall company performance, creating an innovative and adaptive work culture. With employees feeling engaged and satisfied, organizations can reduce absenteeism, turnover, and internal conflict, all of which contribute to operational efficiency and long-term sustainability.

Implementing work-life balance has great potential in supporting organizational sustainability. To achieve this, it is essential for companies to formulate a clear code of ethics and ensure consistent enforcement of the rules. Providing work flexibility to employees must

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be in line with individual and organizational performance contracts, which can create a balanced work environment and support sustainable productivity. There are several things we can do for employees to support the implementation of work life balance, especially in the workplace to support the company's implementation of work life balance .

6. Provide realistic targets

Realistic targets allow employees to manage their time and energy effectively between work and personal life. By setting achievable goals, employees not only feel more motivated but can also maintain optimal levels of performance without feeling burdened by excessive pressure. This is important to prevent stress and fatigue which could potentially disrupt their life balance. When employees feel capable of achieving targets with their abilities, they are more likely to feel satisfied with their work and have enough time to relax and enjoy life outside of work hours. Apart from that, providing realistic targets also reflects the company's commitment to employee welfare. By prioritizing work-life balance, companies show that they care about their employees' long-term well-being and success. This can create a work culture that supports and motivates employees to remain productive and contribute positively without having to sacrifice important aspects of their lives outside of work. As a result, implementing realistic targets not only helps improve employee performance but also strengthens the relationship between employees and the company, creating a healthy and sustainable work environment for all parties involved.

7. Set a good example in terms of balance

Providing a good example in terms of balance between work and personal life is an important aspect in supporting the implementation of work-life balance in the workplace. Managers and company leaders have a very significant role in establishing a healthy and balanced work culture. By demonstrating appropriate time management practices and recognizing the importance of life outside of work, managers set a strong example for the entire team. For example, they can take appropriate leave, avoid working outside the specified working hours, and respect employees' vacation time without bothering them with additional work that is not urgent. These actions not only create an inclusive and supportive work environment, but also strengthen the company's commitment to employee well-being. Additionally, managers who set a good example of balance can also motivate employees to pursue a healthy, balanced lifestyle. By showing that personal and professional lives can be integrated harmoniously, they inspire employees to manage their time wisely and allocate time to beneficial non-work activities, such as sports, recreation and family gatherings.

8. Holding joint events between employees and their families

Holding joint events between employees and their families is an effective step in supporting the implementation of work-life balance in the workplace. These types of events not only provide an opportunity for employees to relax and socialize with their co-workers, but also expand the scope of support and attention to their family's needs. By involving family members in company events, employees feel recognized as individuals who have lives outside of work, and the company shows a commitment to supporting work-family balance. Additionally, these joint events strengthen bonds between coworkers, creating a more solid and supportive work environment, where employees feel supported and valued by the

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communities in which they work. Furthermore, involving families in company events can also provide long-term benefits for employees and the organization. Interactions between employees' families and their coworkers help strengthen relationships between individuals in the workplace, which in turn can increase collaboration, communication, and trust among teams. In addition, the presence of family at company events can also help build better awareness and understanding of the work environment and the pressures that employees may face, so that families can provide more effective support at home.

9. Get to know employee life outside the company

Knowing employees' lives outside the company is an important step in supporting the implementation of work-life balance in the workplace. By understanding more deeply employees' personal needs, responsibilities and aspirations outside the work environment, companies can provide more targeted and appropriate support. This may include flexibility in work schedules, adapting duties to suit individual needs, or providing supportive resources such as wellbeing and counseling programs. In this way, the company not only shows concern for employees as professionals, but also as individuals with diverse personal lives. Furthermore, in-depth knowledge of employees' lives outside the company can help build stronger relationships between management and employees. Open communication and empathy on the part of management allows employees to feel heard, appreciated and supported in their efforts to achieve work-life balance. By building inclusive and supportive relationships, companies can create a more positive and productive work environment, where employees feel recognized as individuals with their unique needs.

CONCLUSION

The work-life balance policy is a crucial factor in achieving organizational goals and creating a healthy and productive work environment. Implementation of this policy has had significant positive impacts, including increased productivity, better mental and physical health, higher employee retention rates, improved company reputation, and the creation of a more positive work environment. Steps such as providing realistic targets, setting a good example by managers, holding joint events between employees and their families, and knowing about employees' lives outside the company, are all important efforts in supporting the implementation of work-life balance in the workplace. Through a holistic and integrated approach, companies can create an inclusive, supportive and sustainable work culture, which in turn will bring benefits to employees, the organization and the community as a whole. Thus, implementing work-life balance is not only an organizational task, but also a shared responsibility to create a more humane and competitive work environment.

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