ABSTRAK

Fernanda Desvita Istikhomah . 2026. Pengaruh *Work-Life Balance*, Beban Kerja, dan Orientasi Nilai Hidup terhadap Minat Promosi Jabatan pada Karyawan Generasi Z di Sektor Jasa (Arsitektur) di Kota Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Dra. Ninik Srijani, M.Pd., M.M., Pembimbing (II) Dr. Apriyanti, S.E., M.M., CPSMM.

Minat promosi jabatan merupakan keinginan karyawan untuk memperoleh peningkatan karier dan tanggung jawab dalam organisasi. Minat tersebut dapat dipengaruhi oleh faktor *Work-Life Balance*, Beban Kerja, dan Orientasi Nilai Hidup. Penelitian ini bertujuan untuk menguji pengaruh *Work-Life Balance*, Beban Kerja, dan Orientasi Nilai Hidup terhadap Minat Promosi Jabatan pada karyawan Generasi Z di sektor jasa (arsitektur) di Kota Madiun.

Hasil penelitian membuktikan bahwa *Work-Life Balance* berpengaruh negatif dan signifikan terhadap Minat Promosi Jabatan pada karyawan Generasi Z di sektor jasa arsitektur di Kota Madiun. Beban Kerja berpengaruh positif dan signifikan terhadap Minat Promosi Jabatan pada karyawan Generasi Z di sektor jasa arsitektur di Kota Madiun. Orientasi Nilai Hidup berpengaruh positif dan signifikan terhadap Minat Promosi Jabatan pada karyawan Generasi Z di sektor jasa arsitektur di Kota Madiun. *Work-Life Balance*, Beban Kerja, dan Orientasi Nilai Hidup secara simultan berpengaruh signifikan terhadap Minat Promosi Jabatan pada karyawan Generasi Z di sektor jasa arsitektur di Kota Madiun dengan kontribusi pengaruh sebesar 67,9%.

Kata Kunci: *Work-Life Balance*, Beban Kerja, Orientasi Nilai Hidup, Minat Promosi Jabatan, Generasi Z.

ABSTRACT

Fernanda Desvita Istikhemah. 2026. The Influence of Work-Life Balance, Workload, and Life Value Orientation on Promotion Interest among Generation Z Employees in the Architecture Service Sector in Madiun City. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I): Dr. Dra. Ninik Srijani, M.Pd., M.M. Supervisor (II): Dr. Apriyanti, S.E., M.M., CPSMM.

Promotion interest refers to employees' desire to obtain career advancement and greater responsibilities within an organization. This interest may be influenced by several factors, including Work-Life Balance, workload, and life value orientation. This study aims to examine the influence of Work-Life Balance, workload, and life value orientation on promotion interest among Generation Z employees in the architecture service sector in Madiun City.

The results indicate that Work-Life Balance has a negative and significant effect on promotion interest among Generation Z employees in the architecture service sector in Madiun City. Workload has a positive and significant effect on promotion interest among these employees. Life value orientation also has a positive and significant effect on promotion interest among Generation Z employees in the architecture service sector in Madiun City. Simultaneously, Work-Life Balance, workload, and life value orientation have a significant effect on promotion interest, with a coefficient of determination of 67.9%.

Keywords: Work-Life Balance, Workload, Life Value Orientation, Promotion Interest, Generation Z.