

# **Pengaruh Kompensasi, Lingkungan Kerja dan *Work-Life Balance* Terhadap Loyalitas Karyawan Gen Z Pada *Coffee Shop Pabbo & Co***

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh kompensasi, lingkungan kerja dan *work-life balance* terhadap loyalitas karyawan Gen Z pada *Coffee Shop Pabbo & Co*. Permasalahan yang dihadapi adalah fenomena *job hopping* yang umum di kalangan karyawan Gen Z dan perlunya memahami faktor-faktor yang memengaruhi loyalitas mereka. Penelitian ini menggunakan metode kuantitatif dengan teknik *sampling* jenuh sebanyak 47 responden yang merupakan karyawan Pabbo & Co dengan kriteria karyawan tetap Gen Z. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode statistik deskriptif dan uji hipotesis, serta dibantu dengan aplikasi *SmartPLS 4*. Hasil penelitian menunjukkan bahwa kompensasi, lingkungan kerja dan *work-life balance* berpengaruh secara positif dan signifikan terhadap loyalitas karyawan. Kompensasi yang memadai, lingkungan kerja nyaman dan *work-life balance* meningkatkan loyalitas karyawan Gen Z di *Coffee Shop Pabbo & Co*.

**Kata Kunci:** Kompensasi, Lingkungan Kerja, *Work-Life Balance*, Loyalitas Karyawan, Gen Z

***The Influence of Compensation, Work Environment and Work-Life Balance on the Loyalty of Gen Z Employees at Pabbo & Co Coffee Shop***

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***Abstract***

*This research aims to analyze the influence of compensation, work environment and work-life balance on the loyalty of Gen Z employees at Pabbo & Co Coffee Shop. The problem faced is the job hopping phenomenon which is common among Gen Z employees and the need to understand the factors that influence their loyalty. This research uses a quantitative method with a saturated sampling technique of 47 respondents who are Pabbo & Co employees with the criteria for permanent Gen Z employees. Data was collected through questionnaires and analyzed using descriptive statistical methods and hypothesis testing, and assisted with the SmartPLS 4 application. The results of the research show that compensation, work environment and work-life balance have a positive and significant effect on employee loyalty. Adequate compensation, a comfortable work environment and work-life balance increase the loyalty of Gen Z employees at Pabbo & Co Coffee Shop.*

***Keywords:*** *Compensation, Work Environment, Work-Life Balance, Employee Loyalty, Gen Z*