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Socialization of Work Life Balance on Employee Performance and Job Satisfaction: A Human Resource Development Perspective

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Abstract: This community service activity carried the theme “The Influence of Work Life Balance on Employee Performance and Job Satisfaction”, organized by Universitas STEKOM on October 8, 2025, through the Zoom Meeting platform. The event was attended by 74 participants, consisting of students, practitioners, academics, and entrepreneurs, aiming to enhance understanding of the importance of balancing work and personal life to support employee productivity and well-being. The implementation method included interactive lectures, material presentations, and participatory discussions that encouraged participants to share experiences and practical solutions for applying work-life balance in their respective workplaces. The results showed that maintaining balance in life significantly influences both performance and job satisfaction. Employees who can effectively manage their time, energy, and personal responsibilities tend to exhibit higher levels of motivation, loyalty, and work efficiency. This activity also emphasized the essential role of organizations in supporting employees’ life balance through flexible work policies and healthy work environments. Thus, this community service initiative contributes meaningfully to strengthening the synergy between academia and the professional world toward developing human resources who are productive, fulfilled, and highly competitive.

Keywords: Work-Life Balance, Performance, Job Satisfaction, Productivity, Employee Well-Being.

INTRODUCTION

In this modern era, rife with work dynamics, technological advancements, and increasing professional demands, the issue of work-life balance has become increasingly crucial (Han et al., 2024). Employees are now not only required to achieve targets and achieve high productivity, but also face pressures from personal life, such as family responsibilities and social activities (Mossarah, 2023). These conditions often lead to stress, emotional exhaustion, and even decreased motivation if not balanced with the ability to manage time and adequate work environment support. Therefore, work-life balance is a crucial component in maintaining employee well-being while maintaining the sustainability of organizational performance (Susanto, Sawitri, et al., 2023).

Work-life balance is defined as an individual's ability to manage and balance commitments to work and personal life so that both can flow harmoniously. This concept encompasses managing time, energy, and priorities so that individuals can meet the demands of both aspects harmoniously. Employees who are able to maintain a work-life balance typically experience higher levels of job satisfaction, better productivity, and stronger loyalty to the organization. Conversely, an imbalance between work and personal life can lead to burnout, prolonged stress, and decreased performance (Canavesi & Minelli, 2022).

From an organizational perspective, implementing work-life balance principles not only demonstrates concern for employee well-being but also forms part of an effective human resource management strategy (Setyawati et al., 2022). Companies that support employee work-life balance generally have better retention rates, lower absenteeism rates, and a positive public image. In the Indonesian workplace, this issue is increasingly relevant given the increasing economic burden, changing work patterns following the COVID-19 pandemic, and the emergence of flexible work systems such as remote and hybrid working (Siyal et al., 2023).

This community service activity was organized because many employees and organizational leaders still don't understand the importance of implementing work-life balance. Many workers find it difficult to separate work and personal time, especially in the private and service sectors, which demand speed and accuracy of service. Phenomena such as long working hours, excessive overtime, and insufficient rest periods often lead to physical and mental exhaustion. Various studies also show that this imbalance can lead to burnout and decrease motivation and job satisfaction.

Furthermore, many organizations still lack a work-life balance policy that is fully integrated into their human resource management systems. Programs such as flexible working hours, additional leave, psychological support, or stress management training are often not prioritized. As a result, many employees feel their time is consumed by work, at the expense of their social and family life. This disharmony negatively impacts overall well-being and work performance.

Through this community service activity, the implementing team strives to increase employee understanding and awareness of the importance of work-life balance. The activity's approach includes counseling, training, interactive discussions, and time management simulations. With this method, participants are expected to not only understand the concept of work-life balance theoretically but also be able to apply it practically in their daily lives.

This activity also serves as a crucial opportunity to build organizational commitment to creating a healthy and humane work environment. It is hoped that company management will develop work policies that support work-life balance, such as providing flexible working hours, adequate rest facilities, and space for self-development. These efforts have been proven to increase motivation, strengthen a sense of belonging to the organization, and foster commitment to achieving company goals.

More than just training, this community service activity serves as a bridge between the academic world and the workplace. Universities play an active role in disseminating research-based knowledge regarding the importance of work-life balance and best practices that can be applied in the workplace (Susanto et al., 2024). Thus, the benefits of this activity are not only felt directly by participants but also have the potential to have a broad impact on improving the quality of human resources across various industrial sectors.

Conceptually, work-life balance is closely linked to two important indicators: performance and job satisfaction. Performance reflects the extent to which an individual can complete their tasks effectively and efficiently, while job satisfaction reflects positive feelings toward work resulting from the fulfillment of personal expectations and needs. Various studies show that a good work-life balance will increase job satisfaction and ultimately have a positive

impact on performance. Conversely, an imbalance can cause stress, decrease productivity, and worsen work relationships (Ruotsalainen et al., 2023).

Therefore, the community service activity themed "The Impact of Work-Life Balance on Employee Performance and Job Satisfaction" is highly urgent. Through this activity, it is hoped that participants will gain a deeper understanding of how to create a balance between work and personal life, and recognize that employee well-being is a crucial investment for organizational success. This balance is ultimately expected to improve employee performance, job satisfaction, and contribute positively to the sustainable progress of the company and society.

This community service activity, themed "The Impact of Work-Life Balance on Employee Performance and Job Satisfaction," holds strategic value in improving the quality of human resources amidst the challenges of the modern, stressful and competitive workplace. Seventy-four participants from various sectors, both government and private, participated in the activity, demonstrating a strong interest and need for a deeper understanding of the application of the work-life balance concept in everyday professional life.

The importance of this activity can be seen from various perspectives. From an individual perspective, this activity provides participants with practical knowledge on how to maintain a balance between work and personal life (Saks, 2022). Many workers face challenges in managing time, managing stress, and balancing work responsibilities with home roles. Through training sessions and interactive discussions, participants are equipped with strategies for managing work pressure, setting priorities, and increasing productivity without neglecting personal well-being (Kumari & Singh, 2023).

From an organizational perspective, this activity highlights the critical role of management in creating a work environment that supports employee work-life balance. Companies that consistently implement work-life balance policies are able to foster a healthy, harmonious, and productive work culture. Through this activity, participants are expected to become drivers of change in their respective workplaces, encouraging the implementation of flexible work systems, addressing employee mental health, and building a human-centered organizational culture.

Furthermore, from a social and community perspective, this activity represents a tangible contribution from higher education institutions to implementing the Tri Dharma (Three Pillars of Employment), particularly community service. This activity facilitates the transfer of knowledge and skills aimed at improving the well-being of the workforce. The participation of 74 participants demonstrates a collective commitment to building a more balanced, productive, and happy work environment, with the hope that the benefits will extend to each participant's own work environment.

This activity also serves as a platform for collaboration and exchange of experiences among participants from various professional backgrounds. Through two-way dialogue, participants can share experiences, challenges, and best practices in implementing work-life balance. This interaction not only enriches individual insights but also strengthens cross-sector professional networks concerned with improving the quality of life and work for employees.

From a personal development perspective, this activity helps participants realize that maintaining a balance between work and personal life is not merely an individual matter but a crucial part of a long-term career success strategy. Employees who maintain a work-life balance tend to be physically and mentally healthier, able to adapt to change, work with greater focus, and demonstrate a strong commitment to achieving organizational goals.

The 74 participants demonstrated that this activity successfully reached a broad target group and was relevant to today's workplace. The participants' enthusiasm demonstrated the critical importance of addressing work-life balance in supporting sustainable productivity and well-

being. After participating, participants are expected to apply the knowledge gained to establish healthier, more effective, and more balanced work routines.

Overall, the importance of this community service activity lies not only in enhancing participants' knowledge and skills but also in fostering a shared awareness that work-life balance is a key foundation for achieving superior performance, high job satisfaction, and sustainable well-being for both employees and the organization.

METHOD

A community service activity entitled "The Influence of Work-Life Balance on Employee Performance and Job Satisfaction" was held by STEKOM University on Wednesday, October 8, 2025, via Zoom Meeting as an effort to implement the Tri Dharma of Higher Education in the field of service that focuses on improving the competence and welfare of human resources. This activity was attended by 74 participants consisting of students, business actors (entrepreneurs), practitioners, and academics, thus creating a diversity of perspectives and experiences in the discussion. The implementation of the activity used an educational and participatory approach, with a series of events including opening remarks from the university, the presentation of main material on the concept of work-life balance and its impact on performance and job satisfaction, an interactive question and answer session, as well as case studies and simulations on time management and work stress management.

The online format allowed for cross-regional participation and expanded the reach of participants without location limitations. The enthusiasm of the participants was evident in the high level of interaction during the activity. Through this method, the community service activity was able to create a dynamic and collaborative learning atmosphere, while raising awareness of the importance of balance between personal and professional life in supporting optimal performance.



Figure 1



Figure 2

As evidence of the implementation of the community service activity with the theme "The Influence of Work-Life Balance on Employee Performance and Job Satisfaction," several supporting documents are included. Figure 1 shows a snapshot of the content of the material presented by the resource person, which includes an explanation of the concept of work-life balance, the factors that influence it, and strategies for implementing a balance between work and personal life to improve performance and job satisfaction. The material also includes case examples and practical guidance on time management and stress management in the workplace.

Furthermore, Figure 2 displays the resource person's certificate issued by STEKOM University as a form of appreciation for participation and contribution in this activity. Both images serve as authentic documentation of the implementation of the activity conducted online via Zoom Meeting, while also demonstrating the organizer's commitment to providing useful and applicable education for all participants.

RESULTS AND DISCUSSION

Results

The community service activity themed "The Influence of Work-Life Balance on Employee Performance and Job Satisfaction," held by STEKOM University on Wednesday, October 8, 2025, via Zoom Meeting, was a success and received a very positive response. Seventy-four participants from various backgrounds, including students, entrepreneurs, practitioners, and academics, attended the event. The diverse backgrounds of the participants provided a positive dynamic to the discussion, as each participant brought different experiences and perspectives on implementing work-life balance in their respective workplaces.

The event began with remarks from a STEKOM University representative, who emphasized the importance of implementing community service activities as a concrete manifestation of the Tri Dharma of Higher Education. Following this, the speakers presented the main material, divided into three sections: (1) the basic concept and urgency of work-life balance in the modern workplace, (2) the influence of work-life balance on employee performance and job satisfaction, and (3) the implementation of work-life balance strategies at both the individual and organizational levels. In the first section, participants were introduced to the concept of work-life balance, defined as an individual's ability to balance work responsibilities with their personal lives without creating conflict between the two. The speaker

explained that employees who maintain a work-life balance tend to have lower stress levels, higher work morale, and greater job satisfaction. This presentation was also supported by research and case studies showing that work-life balance has a significant impact on increased productivity and work motivation.

Next, the second section discussed the relationship between work-life balance, performance, and job satisfaction. The speaker emphasized that work-life balance is not only a personal concern for employees but also a crucial strategy in human resource management at the organizational level. Management support through flexible work policies, realistic workload management, and attention to employee well-being have been shown to increase workforce effectiveness and loyalty.

The third session featured an interactive discussion that allowed participants to share their experiences and challenges in maintaining a work-life balance amidst demanding work environments. Several participants shared difficulties in managing time between professional and family responsibilities. Throughout this session, the speaker provided various practical tips, such as implementing time management methods, setting work priorities, and the importance of maintaining open communication with superiors and coworkers to create a healthy work environment. In addition to theory and discussion, participants were also introduced to best practices from organizations that have successfully implemented work-life balance policies, such as flexible work hours, mental health support, and employee self-development programs. This broadened participants' understanding of how work-life balance can be implemented effectively in various types of organizations.

Based on the post-activity evaluation, the majority of participants stated that the activity was very beneficial and relevant to their needs. Approximately 90% of participants considered the activity to provide new insights into the concept and implementation of work-life balance, while 85% stated that they gained practical skills that could be immediately applied, such as how to manage time, reduce stress, and maintain focus at work. Many participants hoped that similar activities could be continued regularly, and even proposed follow-up coaching sessions or in-depth workshops to help participants develop personal plans for achieving sustainable work-life balance.

From the organizer's perspective, this activity also strengthened the synergy between the academic and professional worlds. STEKOM University successfully fulfilled its role as an educational institution actively contributing to improving the quality of human resources while expanding its collaborative network with various parties.

As evidence of the activity's implementation, Figure 1 displays the content of the speaker's presentation on the relationship between work-life balance, performance, and job satisfaction. Figure 2 shows the speaker's certificate issued by STEKOM University as a token of appreciation for participation in this activity. This documentation serves as authentic evidence of the activity's success and demonstrates accountability for the implementation of community service.

Overall, this activity had a significant positive impact. Participants gained new insights and skills regarding the implementation of work-life balance, which can increase productivity and personal well-being. For the organizers, this activity reinforced the university's commitment to implementing the Tri Dharma (Three Pillars of Excellence), particularly in supporting the improvement of community welfare and work quality. It is hoped that the results of this activity will encourage the creation of a healthier, more balanced, and more sustainable work culture, as well as contribute to improved employee performance and job satisfaction across various sectors.

Discussion

A community service activity themed "The Impact of Work-Life Balance on Employee Performance and Job Satisfaction," held by STEKOM University on October 8, 2025, provided a deeper understanding of the importance of balance between work and personal life amidst the demands of the modern workplace. In today's digital and globalized era, fast-paced work pace, increasing workloads, and changing work patterns post-pandemic have blurred the boundaries between professional and personal life. This situation poses serious challenges for many employees in maintaining balance, ultimately impacting their productivity, mental health, and job satisfaction.

The activity, attended by 74 participants including students, businesspeople, practitioners, and academics, revealed that the issue of work-life balance is a pressing need across various sectors. Most participants stated that work pressure and high organizational demands often limit time for family, rest, and self-development. Discussions revealed that many employees struggle to manage their time and workload, leading to stress and emotional exhaustion that directly impact work performance.

This activity demonstrated the critical role of work-life balance in improving performance and job satisfaction. Employee performance reflects an individual's ability to complete tasks according to organizational targets, while job satisfaction relates to the extent to which a person feels happy and fulfilled in their work (Susanto, Soehaditama, et al., 2023). Employees who maintain a work-life balance tend to work with greater focus, exhibit high levels of enthusiasm and loyalty, and demonstrate greater creativity. Conversely, an imbalance between work and personal life demands often leads to prolonged stress, burnout, and even turnover (Susanto, Perwitasari, et al., 2023).

The discussion of the activity also demonstrated that work-life balance is not only an individual responsibility but also part of organizational policy. From a personal perspective, employees need to be aware of how to manage their time effectively, determine priorities, and maintain physical and mental health. Some practical strategies introduced in this activity include time management methods such as the Eisenhower Matrix and time blocking, as well as the habit of limiting the use of work devices outside of operational hours.

However, organizational support also plays a crucial role. Speakers emphasized that companies need to create a work culture that supports work-life balance, for example through flexible working hours policies, remote working opportunities, and employee wellness programs. A work environment that provides space for employees to develop without excessive pressure has been proven to increase motivation, efficiency, and reduce absenteeism and burnout.

During the activity, participants also learned several best practices from companies that have successfully implemented work-life balance policies. For example, companies that implement flexible work systems can reduce employee stress levels by up to 30% and increase work productivity by up to 20%. Companies that provide mental health support and social activities for employees have also succeeded in creating more harmonious and collaborative work relationships.

The participants' enthusiasm was evident throughout the activity. They began to understand that maintaining work-life balance is not a rejection of responsibility, but rather a strategy for maintaining long-term work performance. Employees who have adequate rest and a healthy social life are better able to make informed decisions and work with consistent focus and energy. This aligns with Hobfoll's (1989) Conservation of Resources theory, which explains that individuals require resources of time, energy, and social support to maintain well-being and optimal performance.

In addition to individual and organizational aspects, the discussion also highlighted the importance of family and social support. A family that understands one's workload can help

reduce emotional stress, while a positive social environment can provide a means of stress relief and a source of renewed energy. Thus, work-life balance cannot exist in isolation but is formed through collaboration between work, family, and community (Susanto, Parmenas, et al., 2023).

Based on the evaluation of the activity, participants acknowledged that the activity provided new knowledge and skills for creating a better work-life balance. Most participants also felt more aware that job satisfaction is not just about income or career, but also about the ability to enjoy time outside of work. They plan to implement various strategies learned, such as managing a healthy work schedule, managing stress, and maintaining time with family (Susanto et al., 2022).

From the organizer's perspective, this activity strengthened STEKOM University's role in implementing the Tri Dharma of Higher Education, particularly in the area of community service. The university successfully bridged academic knowledge with real-world workplace practices and created a forum for interaction between academics, practitioners, and students. This synergy is expected to foster collective awareness of the importance of work-life balance as a key factor in improving work performance and well-being.

Overall, this activity confirms that work-life balance has broad and profound impacts on both individuals and organizations. Employees who are able to balance their professional and personal roles will experience higher work morale, while organizations that care about employee work-life balance will reap benefits in the form of loyalty, a positive image, and increased productivity. Thus, this community service activity not only increases knowledge but also builds awareness that work-life balance is a key foundation for creating a healthy, happy, and sustainable work culture in the future.

CONCLUSION

The community service activity themed "The Influence of Work-Life Balance on Employee Performance and Job Satisfaction," held by STEKOM University on October 8, 2025, via Zoom Meeting, significantly enhanced participants' understanding of the importance of maintaining a balance between professional and personal life. Seventy-four participants, including students, practitioners, academics, and businesspeople, attended the event, demonstrating the strong interest and relevance of this topic to a wide range of groups.

The results of the event concluded that work-life balance is a key factor influencing employee performance and job satisfaction. Employees who are able to balance their work and personal lives experience higher levels of productivity, loyalty, and work motivation. Conversely, an imbalance in work-life balance can lead to excessive stress, burnout, and decreased performance. This activity emphasized that employee well-being is not solely an individual responsibility, but also the crucial role of organizations in creating policies and work environments that support work-life balance.

Discussions revealed that many participants face challenges in achieving work-life balance due to high workloads and organizational cultures that require long working hours. Therefore, companies and work institutions are expected to implement more humane policies such as flexible working hours, hybrid work systems, and support for employees' mental and social health. Furthermore, this activity emphasized that work-life balance is not solely related to time management, but also to an individual's ability to sustainably manage energy, emotions, and life priorities.

For STEKOM University, this activity demonstrated the university's active role in implementing the Tri Dharma of Higher Education, particularly in terms of community service. Through this activity, the university successfully bridged the academic and professional worlds by disseminating applicable knowledge relevant to the needs of modern society. The synergy

between participants from diverse backgrounds also enriched the learning process and strengthened cross-disciplinary collaboration.

Overall, this activity had a positive impact on both participants and organizers. Participants gained practical knowledge on strategies for implementing work-life balance to improve quality of life and performance, while the university strengthened its commitment to building a productive and competitive society. Going forward, similar activities are expected to continue with a more practical approach, such as training in stress management, time management, and the development of organizational policies that support employee well-being.

Thus, this community service activity serves not only as a means of transferring knowledge but also as a concrete effort to build collective awareness about the importance of work-life balance in creating optimal performance and sustainable work happiness. Employees who maintain a work-life balance are more resilient, focused, and motivated, while organizations that support it grow more adaptive, healthy, and productive. This is the true meaning of community service: providing knowledge that brings about real change for individuals, organizations, and society at large.

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