

The Effect of Work Life Balance in Improving Employee Performance at Prima Freshmart Employees

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Abstract. Employees need to be efficient and productive in this era of digitalization and globalization due to tight business competition and increasingly complex work dynamics. However, stress and poor performance can be caused by a lack of balance between work and personal life. Finding out how much impact Work Life Balance has on Prima Freshmart employees' ability to perform their jobs well is the main objective of this study. The study used a quantitative approach, collecting data from 51 participants (i.e., Prima Freshmart employees) through questionnaires and analyzing them using simple linear regression. A good Work-Life Balance, which includes employee schedule adjustments and support from management, is positively associated with increased productivity in the workplace, according to the findings. Companies can improve employee happiness and productivity by following the suggestions from the study and implementing policies that promote work-life balance.

Keywords : Work-Life Balance, Employee Performance

INTRODUCTION

Companies are now competing not only at the national level but also at the global level, thanks to the dramatic changes in the global business climate in recent years. When it comes to managing resources, especially human resources, the corporate world faces new opportunities and challenges caused by globalization and advances in information technology. How businesses can retain and improve employee performance is a common focus amidst these changes. According to Mirvis (1997) in (Kusumawati, 2024) Competitive conditions are competitive, dynamic and demand an aggressive, innovative attitude. Increasingly tight competition also has an impact on the need for companies to be more flexible, adaptive and act quickly. The concept of Work-life Balance, which refers to a healthy balance between a person's professional and personal responsibilities, is increasingly gaining attention as an important issue.

Work-life Balance has become a relevant topic in various industries as work demands increase and work patterns change due to technological developments. Technology, although providing flexibility in carrying out work, also triggers new problems, such as mental fatigue due to always being connected to work. In the modern work environment, many employees find it difficult to separate their professional and personal lives, especially when technology allows work to be taken home and work time boundaries become blurred. This imbalance can have a negative impact, not only on employees' personal lives, but also on their productivity and performance at work.

Several scholars have begun to delve into the phenomenon of workers' ability to maintain a healthy work-life balance. The concept of work-life balance is an ongoing effort to encourage people to focus on things outside of their work, according to one of these

authors. (Naithani, 2010). The target audience consists of employees and the companies they work for. As employers, businesses must recognize the importance of creating work programs that help their employees maintain a healthy work-life balance. Organizations that prioritize work-life balance allow employees to spend time with loved ones and pursue personal interests.

Prima Freshmart, a company engaged in the fresh food retail industry, faces significant operational challenges. As a company operating in the retail sector, employees at Prima Freshmart, both those working in stores and in management, must be prepared to work in conditions that often require more time and energy. The retail industry has unique characteristics, where direct interaction with customers and quick response to changing market demand are key aspects of success. This means that employees in this sector often face pressure to meet sales targets, maintain stock, and ensure satisfactory customer service. According to Nur Habibatin Salimah (2018) in (Ariyanti & Mar'ah, 2022) Service Quality can be defined as a measure of the assessment of the service received by customers and the company's ability to meet the needs of a product and service for customers.

Maintaining a healthy work-life balance is critical in such a high-pressure environment. Workers whose personal and professional lives are out of balance are at risk of developing stress disorders, which in turn lower their productivity. In contrast, workers who feel that their employer cares about their ability to achieve a healthy work-life balance are more invested in the success of the business, show greater enthusiasm for their work, and make greater contributions to its goals.

Evidence from previous studies suggests that employees perform better when they are able to achieve a healthy balance between their work and personal lives. Job satisfaction, organizational commitment, and productivity are all positively impacted when employees are able to maintain a healthy work-life balance. On the other hand, when workers feel overwhelmed by their workload and lack personal time, this can lead to low motivation, increased stress, and poor performance. In this regard, company policies and initiatives that promote work-life balance become more significant as potential determinants of a company's long-term success.

Prima Freshmart, as a growing company in Indonesia, is obligated to prioritize both the company's growth and the well-being of its employees. An efficient work-life balance policy that is not just lip service but actually implemented by all departments can help make this happen. In doing so, the business can foster a more cooperative work environment that boosts productivity while simultaneously reducing employee turnover, a common problem in the retail sector.

Having Work Life Balance means that one's personal and professional life do not conflict with each other, and that one is actively involved and satisfied with both (Ula, Susilawati, & Widyasari, 2019) in (Staff et al., 2020) . The benefits of having a Worklife Balance program for companies according to Lazar et al. (2010) in (Rahmawati et al., 2021) , companies can gain several benefits from implementing a Worklife Balance program. These include reduced employee tardiness and absenteeism, increased productivity, strengthened employee commitment and loyalty, and increased customer retention. On the other hand, employees can enjoy higher job satisfaction and security, more control over their work environment, less stress at work, and better mental and physical health. (Rahmawati et al., 2021) . In addition, according to Fisher, Bulger and Smith (in Ula et al., 2019): 1) Work-life balance includes the following aspects, as stated by (Staff et al., 2020) including: 1) Work Interference with Personal Life (WIPL) This aspect shows the extent to

which a person's personal life is disturbed by their work, 2) Personal Life Interference with Work (PLIW) This factor shows the extent to which a person's personal life affects their professional responsibilities, 3) Personal Life Enhancement with Work (PLEW) This aspect measures how much a person's personal life affects how well they do their job, 4) Work Enhancement with Personal Life (WEPL) This metric measures the extent to which a person's professional life can improve their personal standard of living.

Mangkunegara (2010) in (Hidayaturokhman & Kusumawati, 2020) , defines When workers complete their tasks according to their job descriptions, we say that they have performed well. (or achieved their goals). When workers do their jobs better, it is seen in the way the company operates, which in turn helps the company achieve its goals.

An examination of how work-life balance affects productivity at Prima Freshmart is the primary objective of this study. This study will use a case study of Prima Freshmart employees to investigate how the company's work-life balance policies affect individual and team performance. The objectives of this study are to (1) explain why work-life balance policies are so important in the retail sector and (2) identify ways to optimize their implementation to improve employee performance. Not only that, but Prima Freshmart hopes to use this research to inform their HR policies and other businesses considering doing the same.

METHOD

Quantitative method was used as the research strategy for this study. Both independent and dependent variables form the variables in this study. This study used work-life balance as the independent variable and employee performance as the dependent variable. Likert scale ranging from 1 to 5 was used for the purpose of measuring the variables. Using Simple Linear Regression, the data were analyzed. This study focused on 103 populations, all of whom worked at Prima Freshmart retail branches in Semarang city. Random sampling technique was used in this study. Using the Slovin formula with a margin of error of 10%, the researcher determined that 51 respondents were sufficient for this study. The data collected were analyzed using SPSS version 27.

RESULTS AND DISCUSSION

After distributing the questionnaire via Google Forms, the researcher obtained the following results:

Validity Test Results

Table 1. Validity test results

Variables	Rcount	Rtable	Sig.	Results
X1	0.726	0.2706	0.000	Valid

X2	0.601	0.2706	0.000	Valid
X3	0.632	0.2706	0.000	Valid
X4	0.625	0.2706	0.000	Valid
X5	0.631	0.2706	0.000	Valid
X6	0.702	0.2706	0.000	Valid
X7	0.689	0.2706	0.000	Valid
X8	0.709	0.2706	0.000	Valid
X9	0.694	0.2706	0.000	Valid
X10	0.754	0.2706	0.000	Valid
X11	0.789	0.2706	0.000	Valid
X12	0.745	0.2706	0.000	Valid
Y1	0.681	0.2706	0.000	Valid
Y2	0.736	0.2706	0.000	Valid
Y3	0.794	0.2706	0.000	Valid
Y4	0.559	0.2706	0.000	Valid
Y5	0.726	0.2706	0.000	Valid
Y6	0.647	0.2706	0.000	Valid
Y7	0.777	0.2706	0.000	Valid
Y8	0.794	0.2706	0.000	Valid
Y9	0.846	0.2706	0.000	Valid
Y10	0.667	0.2706	0.000	Valid
Y11	0.784	0.2706	0.000	Valid
Y12	0.747	0.2706	0.000	Valid

Source: Processed primary data, 2024

The calculated r values for all indicators exceed the table r values, as shown in Table 1. Consequently, we can say that the indicators in this study are all valid.

The reliability of a questionnaire is an important quality to look for when evaluating its usefulness in measuring various constructs and variables. When the respondents' responses remain constant over time, we say that the questionnaire is reliable. (Ghozali, 2011) in (Rahmawati et al., 2021) . For reliability testing, the method used is Cronbach's Alpha analysis. A reliable questionnaire instrument has an alpha coefficient higher than 0.60. (Ghozali, 2018) in (Hasugian et al., 2023)

Test Results Reliability

Table 2: Results of X and Y Reliability Test

Reliability Statistic X		Reliability Statistic Y	
Cronbach's Alpha	N of items	Cronbach's Alpha	N of items
0.897	12	0.918	12

Source: Processed primary data, 2024

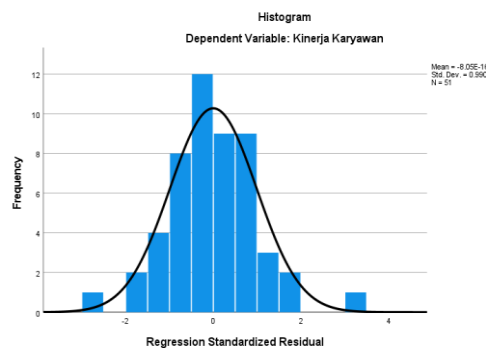
Table 2 shows the results of the reliability test, which shows that both variables have Cronbach's Alpha greater than 0.60. Therefore, these variables are valid and require additional testing.

Classical Assumption Test

Normality Test

If the significance level is greater than 0.025, the condition is considered normal after undergoing a normality test, which consists of the following steps: Histogram Test, Normal PP Plot Regression Standardized Residual and Kolmogorov-Smirnov,. The normality test in this study produced the following findings:

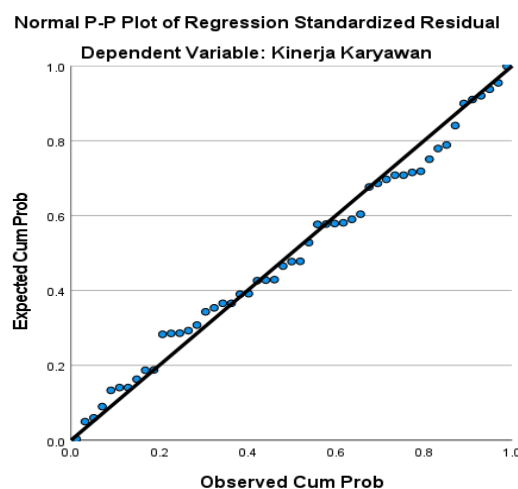
Table 3: Histogram



Source: Processed primary data , 2024

The distribution pattern is considered normal based on the results of the histogram test, which shows that the histogram graph forms a mountain-like pattern. The results of the Normal PP Plot Regression Standardized Residual test, meanwhile, are documented below:

Table 4: Normal PP Regression Plot Standardized Residual



Source: Processed primary data, 2024

Above, you can see the results of the Normal PP *Plot Regression Standardized Residual test* . This confirms that the distribution pattern is normal, because the points follow the line.

Table 5: Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			51
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		6.21426750
Most Extreme Differences	Absolute		.085
	Positive		.083
	Negative		-.085
Test Statistic			.085
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.458
	99% Confidence Interval	Lower Bound	.445
		Upper Bound	.470
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: Processed primary data, 2024

The value is more than 0.05, as shown in the table above, where the Asymp sig result is 0.470. This supports the hypothesis that work-life balance and employee performance, along with all other study variables, follow a normal distribution.

Multicollinearity Test

Table 6: Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.851	3.643	2.978	.004		
	Work Life Balance	.798	.088	.793	<.001	1.000	1.000
a. Dependent Variable: Kinerja Karyawan							

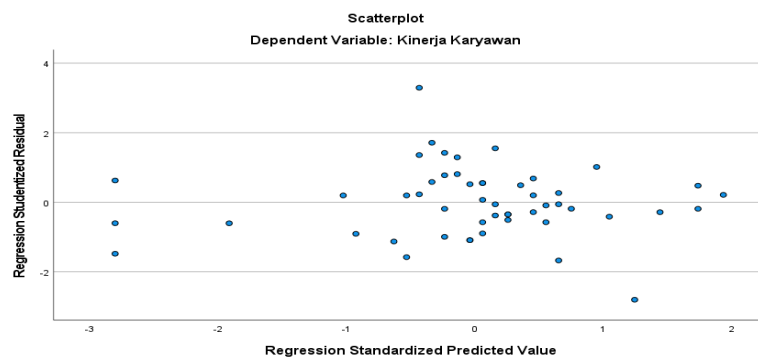
Source: Processed primary data, 2024

It is clear from the data in the table that the Work Life Balance variable has a tolerance value of 1,000. With a value higher than 0.10, multicollinearity does not exist. Work-Life Balance also shows no indication of multicollinearity with a VIF value of 1,000, which is less than 10. There is no evidence of multicollinearity in the Work-Life Balance variable according to the tolerance value and VIF. This regression model is also considered valid and can be used.

Heteroscedasticity Test

The data points are evenly distributed and do not show any clear pattern, as shown in the figure below. There is no evidence of heteroscedasticity in the regression model of this study because the data points do not spread above or below the zero mark.

Table 6: Heteroscedasticity Test Results



Source: Processed primary data, 2024

Simple Linear Regression Analysis

Table 7: Simple Linear Regression Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,851	3,643		2,978	.004
	Work Life Balance	.798	.088	.793	9.110	.001
a. Dependent Variable: Employee Performance						
Source: Processed primary data , 2024						
The constant value is 10.851, and the value of the variable X (<i>Work Life Balance</i>) is 0.798, as shown in the table above. Therefore, the equation can be expressed as follows:						
Y = a + Bx + e						
Y = 10.851 + 0.798 + e						
1. Consistently, the value of Y is 10.851, because it is the constant described by the above equation.						
2. With a regression coefficient of 0.798 for X, we can see that the participation value grows by 0.798 for every 1% increase in the value of X. Employee performance at Prima Freshmart will increase along with the improvement in work-life balance, as indicated by the positive coefficient in the regression equation of this study.						
Table 8: Correlation Coefficient						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.793 ^a	.629	.621	6.27736		
a. Predictors: (Constant), Work Life Balance						

Source: Processed primary data, 2024

The significance of the correlation/relationship (R) value, which is 0.793, is shown in the table above. The R-squared value of 0.629 is obtained from this result. This shows that WLB has a 62% impact on EPS, the dependent variable, which means that WLB is an independent variable.

Table 9: F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3269.967	1	3269.967	82.983	.000 ^b
	Residual	1930.856	49	39.405		
	Total	5200.824	50			
a. Dependent Variable: Kinerja Karyawan						
b. Predictors: (Constant), Work Life Balance						

Sumber: Data primer yan diolah, 2024

It is clear from the results that the calculated F value is 82.983, and the significance level is $0.000 < 0.05$. Thus, the participation variable can be predicted using the regression model; conversely, the Work Life Balance variable (X) affects the Employee Performance variable (Y).

Table 10: T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,851	3,643		2,978	.004
	Work Life Balance	.798	.088	.793	9.110	.001
a. Dependent Variable: Employee Performance						

Source: Processed primary data, 2024

If you want to know whether the independent variable has an influence on the dependent variable, you can use the t-test. To compare the calculated t-value with the t-value in the table.

The results of the regression analysis above state:

1. From the Coefficient table, we can determine that the significance value is 0.001, which is less than 0.05. Thus, X, the variable representing work-life balance, affects Y, the variable representing employee performance.
2. According to the t value, which is $9.110 > t_{\text{table}} 2.010$, the Work Life Balance variable (X) influences the Employee Performance variable (Y).

This study found that work-life balance has a positive and significant impact on employee productivity. Work becomes more productive when employees can achieve a positive work-life balance. Findings from (Staff et al., 2020) show that a healthy work-life balance has a positive impact on employee performance. When a person's work-life balance improves, their performance also improves.

In the retail sector, employees are often under high pressure to meet sales targets, maintain stock levels and ensure excellent customer service. These demands often require

long and flexible working hours, which can interfere with employees' personal lives. This imbalanced working environment can lead to excessive stress, which can lead to poor performance. When employees feel that their company supports their work-life balance, their commitment to their work and contribution to the company tends to increase. Companies that provide WLB policies allow employees to feel fulfilled in their personal and professional lives, which has been shown to increase productivity and reduce turnover rates, which are often a problem in the retail sector.

To optimize the implementation of work-life balance policies, several approaches can be applied. First, companies need to provide time flexibility and managerial support for employees to balance the demands of their work and personal lives. According to García et al (2019), a supportive environment is one of the factors that influences employee work behavior. (Pratiwi, 2020) . This support can be in the form of more flexible scheduling or reducing unnecessary overtime hours. Second, it is important to create a work environment that pays attention to the mental and physical well-being of employees. Work arrangements that are responsive to employee needs, for example by providing adequate rest and counseling.

CONCLUSION

The results of the researcher's analysis showed a strong positive correlation between the two variables. Fifty-one retail workers from Prima Fresmart participated in this quantitative study, which used a simple linear regression strategy. Employee performance was positively correlated with their work-life balance, according to the study's findings.

The t-value of 9.110 at a significance level of 0.001 indicates that work-life balance significantly improves employee performance, according to the results of the regression analysis. Also, at a significance level of 0.000, which is lower than 0.05, the F-test yields an F-value of 82.983. This proves that the work-life balance factor significantly affects productivity in the workplace.

Employees who are able to maintain a healthy work-life balance are more productive overall. They feel more committed to the organization because the company helps them with this issue.

Companies like Prima Freshmart would be wise to follow this advice and implement policies that help their employees achieve a better work-life balance. By ensuring a balance between work and life, businesses can create a more harmonious work environment, increase employee productivity and loyalty, and help them achieve long-term success.

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