ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *work-life balance* dan kepuasan kerja terhadap produktivitas tim pemasaran produk perawatan tubuh di CV Aroma Bali Denpasar. Pendekatan yang digunakan adalah metode kuantitatif dengan teknik analisis regresi linier berganda. Populasi penelitian adalah 80 karyawan tim pemasaran, dengan sampel seluruh populasi menggunakan teknik sensus. Data dikumpulkan melalui kuesioner dengan skala Likert, wawancara, dan dokumentasi. Hasil uji validitas, reliabilitas, dan asumsi klasik menunjukkan bahwa instrumen layak digunakan.

Analisis regresi menunjukkan bahwa *work-life balance* berpengaruh positif dan signifikan terhadap produktivitas tim (β = 0,509; sig. = 0,000), begitu pula kepuasan kerja (β = 0,568; sig. = 0,000). Secara simultan, kedua variabel independen memengaruhi produktivitas tim dengan nilai F = 135,245 (sig. = 0,000) dan koefisien determinasi (R^2) = 0,779, artinya 77,9% variasi produktivitas tim dijelaskan oleh model ini. Kesimpulan penelitian ini adalah *work-life balance* dan kepuasan kerja secara parsial dan simultan berpengaruh positif signifikan terhadap produktivitas tim. Saran bagi perusahaan adalah meningkatkan kebijakan fleksibilitas kerja dan program pengembangan karyawan untuk mendukung kesejahteraan dan kinerja tim.

Kata Kunci: *Work-Life Balance*, Kepuasan Kerja, Produktivitas Tim, Regresi Linier Berganda, Tim Pemasaran.

ABSTRACT

This study aims to analyze the influence of work-life balance and job satisfaction on the productivity of the marketing team for body care products at CV Aroma Bali Denpasar. The approach used is a quantitative method with multiple linear regression analysis techniques. The research population consists of 80 marketing team employees, with the entire population as the sample using census techniques. Data were collected through Likert-scale questionnaires, interviews, and documentation. The results of validity, reliability, and classical assumption tests indicate that the instrument is feasible for use.

Regression analysis shows that work-life balance has a positive and significant effect on team productivity (β = 0.509; sig. = 0.000), as does job satisfaction (β = 0.568; sig. = 0.000). Simultaneously, both independent variables influence team productivity with an F value = 135.245 (sig. = 0.000) and a coefficient of determination (R^2) = 0.779, meaning 77.9% of the variation in team productivity is explained by this model. The conclusion of this study is that work-life balance and job satisfaction partially and simultaneously have a positive significant effect on team productivity. Recommendations for the company include enhancing flexible work policies and employee development programs to support well-being and team performance.

Keywords: Work-Life Balance, Job Satisfaction, Team Productivity, Multiple Linear Regression, Marketing Team.