



### WORKS LIFE BALANCE GEN-Z: APPROACHING TECHNOLOGICAL CHANGE AND SOCIAL AWERENEES

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#### Abstract

This research aims to determine the partial influence of technological changes and social awareness on the work life balance of Gen Z in the city of Makassar. This research is associative research with a quantitative approach. The sample in this research consisted of 120 worker respondents in the city of Makassar and the data collection technique used in this research was a questionnaire and the data analysis technique used was multiple regression with SPSS software. The test results show that the technological change variable has a significant influence on Gen Z's work life balance and social alertness has a significant positive influence on Gen Z's work life balance.

Keywords: Work Life Balance, Technological Changes, Social Awareness, Gen-Z

#### **Abstract**

Penelitian ini bertujuan untuk mengetahui pengaruh parsial perubahan teknologi, kepedulian sosial terhadap keseimbangan kehidupan kerja gen z di kota Makassar. Penelitian ini merupakan penelitian asosiatif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 120 reponden pekerja di Kota Makassar dan teknik pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner dan teknik analisis data yang digunakan adalah regresi berganda dengan perangkat lunak SPSS. Hasil pengujian menunjukkan bahwa variabel perubahan teknologi berdampak signifikan terhadap keseimbangan kehidupan kerja Gen Z dan kepedulian sosial memiliki efek positif yang signifikan terhadap keseimbangan kehidupan kerja Gen Z.

Keywords: Keseimbangan Kehidupan Kerja, Perubahan Teknologi, Kesadaran Sosial, Gen-Z

#### 1. INTRODUCTION

In today's modern era, human resources (HR) are a benchmark for how prosperous a country is, the rapid development of technology is also a challenge as well as an opportunity. Information and communication technology has changed the way companies work and interact (Aurelika and Verawati 2022). In recent decades, the work paradigm has undergone a shift that cannot be ignored (Ismunandar 2019). Increased awareness of the importance of balance





between professional and personal life has been a key driver behind this transformation (Hartono et al. 2023). Modern employees not only see work as a source of income, but also as an integral part of their identity and life satisfaction. In this journey, there has been a significant evolution from a focus solely on achievement in the workplace to a broader aspiration to achieve holistic harmony in daily life (Ismunandar 2022)

Generation Z or commonly abbreviated as Gen-Z, born between 1997 and 2012, is the first generation to grow up in the digital era with wide access to information and technology (Adityara and Rakhman 2019). One of the factors that has been highlighted is the change in Gen-Z's mindset and preferences. Research conducted by Randstand Workmonitor in 2022 showed that 58% of Gen Z workers aged 18 to 24 would rather quit their jobs than take on jobs that do not align with their interests and work-life relationships that they do not enjoy (Fotaleno and Batubara 2024). The results of the survey on the importance of work-life balance according to Gen Z



Figure 1.1 source: Survey Results
Survey results on the importance of work-life balance
Published by (Nur Aini 2024)

The Work-Life Balance Survey is very important, especially to improve physical and mental health. As a survey conducted by the Jakpat Survey to Generation Z. One of the questions asked is about the reason for balancing personal and professional activities. And almost 80% of Generation Z are concerned about mental health. Most Gen Z consider it important to maintain work-life balance, while 68% of respondents also choose the reason "reducing stress" because they think it is to reduce stress and improve work performance, besides that the survey also considers Work-Life Balance important because it is to improve physical health, where the percentage figure reaches 57%. Followed by reasons to improve personal social relationships (53%), while reasons to pursue hobbies (36%).

Therefore, the work-life balance in generation Z still maintains mental health and equalizes the spirit of work and mental health because both of these things are important for the sustainable sustainability of both the company and the individual itself, according to generation Z also, in terms of maintaining mental health will have a good impact in all aspects, depending on what impact is given, If the Healt mentality at work is bad, it will also give a bad impression with the performance in the company, in general Generation Z will be more equal between company health and personality mental health because the average generation





of this generation works under the control of mood/moddyan. (Nur Aini 2024). Work-life balance, as a concept that is getting more and more attention, is evolving into more than just allocating time between work and personal life (Ismunandar and Kurnia 2023). This study confirms that this balance is not just about the number of hours worked versus free time, but also involves the psychological and emotional state of individuals in the work environment (Anjarwati et al. 2023). The positive impact of work-life balance is not only individual, but also collective in an organizational context (Iswanto et al. 2023). The negative impact of work-life balance is a negative emotional reaction that occurs when exposed to long-term stress in the work environment, so this can also be a test of loyalty and satisfaction at work (Evy Cornelia Hutasoit 2023)

Previous research conducted by (Iswanto et al. 2023) explains that employees who experience work-life balance have higher levels of well-being, which ultimately contributes to increased productivity and employee retention. (Putro, Mokodenseho, and Aziz 2023) revealed that along with the development of technology and globalization, the demands on employee productivity are increasing, often ignoring the importance of sustainable Human Resource management. Sustainable human resource management is not just a concept., but also a strategy that takes into account the needs and aspirations of employees while achieving business goals (Ismunandar 2019) Proper implementation can create a work environment that facilitates professional development, while providing space for a balanced personal life (Sophan et al. 2023).

In the ever-evolving digital era, management plays an important role in dealing with dynamic technological changes (Tita 2023) Management in the digital era needs to understand and utilize technologies such as big data, artificial intelligence (AI), Internet of Things (IoT), and cloud computing to improve operational efficiency and effectiveness (Harris 2021) One of the key aspects in the era of digitalization is the ability to manage changes with the rapid pace of technological innovation, organizations often need to make significant adjustments to their work structures, processes, and culture. In addition, digitalization also poses new challenges related to social awareness (Ismail 2022). Work-life balance can be defined as the condition of an individual who can manage his time well or can reconcile work at work, family life, and personal interests (Lumunon, Sendow, and Uhing 2019). For Generation Z, work-life balance is not just about flexibility in working hours, but also the selection of leave schedules according to needs, therefore the term work-life balance refers to the support of companies/organizations so that employees can determine their own working hours (flexible working hours), choose personal/family leave (Nur Kholifah and Aidil Fadli 2022). Work-Life Balance It is a broad concept that involves work priorities (career and ambition) and with life (happiness, leisure, family and spiritual development). Result Findings (Fardianto and Muzakki 2021) explained that Family Support, Organizational Support, Co-worker Support, S and Supervisor Support support an improvement in work-life balance. Therefore, Generation Z has expectations that are slightly different from other generations, especially considering work flexibility that is directly related to work-life balance (Rachmadini and Riyanto 2020). There are 5 work-life balance indicators, namely: Personal life makes more motivated to work, Enough to do personal activities, Can spend time well for personal life, Enjoys work, and Work provides happiness. (Pratama and Setiadi 2021)

Technological development has been very rapid in recent decades, especially since the invention of the internet and personal computers in the 1980s. Technological developments have brought significant changes to various fields, such as communication, transportation, health, entertainment, and education (Sefriani et al. 2022) Organizations around the world are





now under increasing pressure due to rapid and complex changes, such as ever-evolving technological advancements, shifting global market dynamics, and ever-changing customer demands (Junaedi, Suherman, and Syarifudin 2023), also Utilizing computers as data processing aids by building a computerized data processing system, both for personal and organizational purposes. (Anonymous 2024)

Technology is now a tool that can meet many human needs. Although the digital era brings various positive changes that can be used to the fullest, at the same time, this era also presents an impact that is not always good, which is a new challenge for human life in the digital age Ini (Marysca, Rorong, and Verry Y Londa 2021). Indicators of technological change in Generation Z according to (Umamy, Laili, and Saibah 2024) includes: Technology Expertise, Global Awareness, Multitasking Ability, Analysis Skills, and Digital Communication

Social awareness is a person's ability to act appropriately in situations that are being experienced by themselves, others and the surrounding environment (Sumitro and Imam Yuliadi 2019) Through social awareness, a person will be more able to accept the point of view of others and be sensitive to circumstances about (Andayani, Hariani, and Jauhari 2021) In the context of psychology, this awareness refers to the level of individual preparedness for events, environmental phenomena, and thoughts. Therefore, social awareness also has a very important role in character development practices (Ahmad Rizal and Kharis 2022)

Through social awareness, we can also increase our understanding of ourselves and others. (Abute 2019) Nietzche believed that consciousness is an essential human nature and that every individual must have a certain level of consciousness. More than that, Social Awareness (Social awareness): Social awareness is the ability of individuals to respond to the needs and emotions of others, involving attention to differences, understanding of social issues, and empathy and sympathy for others. (Built 2022)

To study the information obtained by a person, Social awareness has an important role, therefore the definition of Social awareness according to (Matitaputty et al. 2018) is "a person's ability to understand the condition of another person in detail at a certain level." time, through a person's behavior, his emotional state, as well as the current state of his environment." Social awareness can arise from a person's ability to understand the situation of others, from this it means that you must know others as well.

Indicator Social awareness that is: Empathy, multicultural, habits of interaction, building social awareness, and also direct involvement (Aisyah and Hidayah 2024)

From this explanation, the preparation of the framework of thinking presented in the figure is as follows:

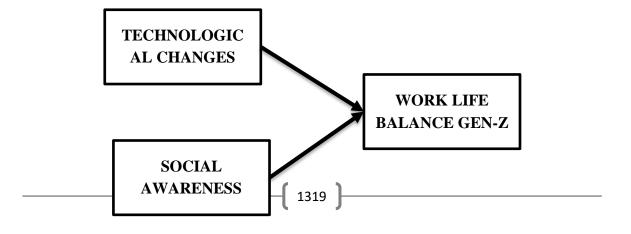






Figure 2.2 Conceptual Framework Schematic

#### 2. RESEARCH METHODS

This study uses a quantitative approach, which in the viewpoint (sugiyono; 2018) said that the research that measures the cause and effect of the research variable uses a quantitative approach, this study is carried out in the z-generation where the sample measurement of the z-gens who work in a company, in determining the sample in this study, the researcher uses the view (Hair, 2019) which is said to determine a sample whose population is unknown, then it can be multiplied by 5-10 indicators, so that the number of samples of this study can be calculated by multiplying the number of indicators from all variables, namely 15 indicators multiplied by 10, then the number of samples is obtained as many as 150 samples of gen-z respondents whose criteria are working in a company or cv. This study uses a data collection method by means of interviews and research questionnaires submitted with the google.doc application, while the data analysis technique in testing the data of this research uses a point of view (Ghozali, 2019), namely measurement by multiple regression analysis with the SPSS.23 application.

#### 3. RESULTS AND DISCUSSION

#### A. Karaekteristik Responden

The characteristics of the respondents in this study are based on gender and age. These characteristics are illustrated in the following table:

**Table 1 Characteristics of Respondents** 

Characteristic	Information	Frequency	Percentage (%)	
Condon	Man	78	65%	
Gender	Woman	42	35%	
A	19-22 Years	73	60,8%	
Age	23-25 Years	47	39,2%	

Based on the data that has been presented in the table, it can be seen that based on gender, out of 120 respondents, 78 people are male or 65% while female respondents are 42 people or 35%. This shows that the gender with the most respondents is male. Respondent characteristics based on age, out of 120 respondents, 73 people were 19-22 years old with a percentage of 60.8% while those aged 23-25 years were 47 people with a percentage of 39.2%. This shows that the most respondents are in the age range of 19 to 22 years.

#### **B.** Validity and Reliability Test Results

#### 1. Validity Test

The results of the calculation of the validity test of the Technological Change variable consisting of 5 questions can be seen in the following table:

Table 2 Test Results of Technological Change Variables

Table 2 Test Results of Technological Change Variables				
No. Item	<b>Correctted Item Total</b>	Valid	Ket.	
	Correlation	Standards		
X1.1	0,773	0.30	Valid	
X1.2	0,811	0.30	Valid	





X1.3	0,812	0.30	Valid	
X1.4	0,775	0.30	Valid	
X1.5	0,785	0.30	Valid	
No. Item	Correctted Item Total	Table	Ket.	
	Correlation			
X2.1	0,751	0.30	Valid	
X2.2	0,571	0.30	Valid	
X2.3	0,708	0.30	Valid	
X2.4	0,762	0.30	Valid	
X2.5	0,789	0.30	Valid	
No. Item	Correctted Item Total	Table	Ket.	
	Correlation			
Y1.1	0,715	0.30	Valid	
Y1.2	0,826	0.30	Valid	
Y1.3	0,761	0.30	Valid	
Y1.4	0,714	0.30	Valid	
Y1.5	0,775	0.30	Valid	

Source: SPSS 25 Data Processing Results, 2025

Based on the results of the validity test in the table above, it uses the help of SPSS 25, where the researcher uses a valid standard with a value of 0.30, so that the results of the data test from all question items show that the corrected item-total correlation value is greater than the valid limit of 0.30. Therefore, it is concluded that all the question elements for the work-life balance variable, the technological change variable and the social awareness variable tested are declared **valid**.

#### 2. Reliability Test

The results of the calculation of the reliability test of the Technological Change variable with 5 questions can be seen in the following table:

Table 3 Results of Reliability Test of Variable Technology Changes

Variable (X1)	Croncbach' Alpha	Reliability
Technological Changes	0,850	Reliable
Variable (X2)	Croncbach' Alpha	Reliability
Social Awareness	0,764	Reliable
Variable (Y)	Croncbach' Alpha	Reliability
Work Life Balance	0,816	Reliable

Source: SPSS Data Processing Results, 2025

Based on the results of the reliability test using the SPSS, it is known that all question items exceed the limit of the reliability range of Cronbach's Alpha > 0.70. Where the results of the data calculation obtained by all variables, technological changes, social awareness and work-life balance have a **reliable meaning.** 

#### C. Data Analysis Results

#### 1. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the influence between more than one predictor variable (independent variable) on the bound variable. Multiple linear regression uses a t-test through a coefficient table.





**Table 4 Table of Regression Test Ouput Overview** 

	Coefficients <sup>a</sup>					
Model		Unstandardized Coefficient		Standardized Coefficients	t	Mr.
		В	Std. Error	Beta		
1	(Constant)	.312	1.923		.162	.871
	Technological	.267	.103	.222	2.599	.011
	Changes					
	Social Awareness	.693	.109	.543	6.349	.000

Source: SPSS 25 Data Processing Results, 2025

In determining the degree of freedom (dk) and degree of freedom (df), the following formula is used:

$$df = n - k$$
  
 $df = 120 - 3 = 117$ 

Based on the table, it is known that technological changes (have a  $X_1$ ) value of 2.599 > 1.6575 with a significance level of 0.011 > 0.05. Therefore, it is accepted with the conclusion that the variable of technological change  $t_{hitung}t_{tabel}H_0(X_1)$  does not have a significant effect on the variable of work life balance.  $Y_1$ Meanwhile, social awareness () has a value of 6,349 > with a significance level of 0.000 < 0.05. Therefore, it is rejected with the conclusion that  $X_2t_{hitung}t_{tabel}H_0$ the social awareness  $X_2$  variable has a significant effect on the work-life balance variable.  $Y_1$ 

Table 5 Table of Multiple Linear Regression Test (Model Summary)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.708 <sup>a</sup>	.501	.492	1.81129	

Source: SPSS Data Processing Results, 2025

Based on the table of regression test results (model summary), it can be seen that the magnitude of the correlation or relationship (R) value is 0.708 and the R Square determination coefficient of 0.501 is obtained, indicating that the work-life balance is influenced by the variables of technological change and social awareness by 50.1% and the remaining 49.9% is influenced by other variables that are not included in this study.

Based on the regression test table (coefficient), it can be seen that the constant value ( $\alpha$  value) is 0.312 and for technological change ( $\beta$  value) is 0.267 and social awareness ( $\beta$  value) is 0.693. So that the multiple linear regression equation can be obtained as follows:

$$Y = 0,312 + 0,267X_1 + 0,693X_2 + e$$

From the equations that have been described, it can be interpreted as follows:

- a) The value of the Work Life Balance (Y) constant is 0.312 which states that if the variables X1 and X2 are equal to zero, namely Technological Change and Social Awareness is 0.312.
- b) A coefficient  $X_1$  of 0.267 means that every time there is an increase in variables (Technological Change) by 1%, then ( $X_1$ Work Life Balance) is 0.267 (26.7%) or conversely, every decrease in variables (Technological Change) by 1%, then ( $X_1$ Work Life Balance) decreases by (26.7%).
- c) A coefficient of 0.693 means that every time there is an increase in variables ( $X_2X_2$ Social Awareness) by 1%, the Work Life Balance will increase by 0.693 (69.3%) or vice versa,





every time there is a decrease in variables by 1%, the X<sub>2</sub>Work Life Balance will decrease by 0.693 (69.3%).

From this description, it can be concluded that Technological Changes and  $X_1$ Social Awareness (X2) affect the Work-Life balance Y

The findings of this study show that technological changes have a significant influence on work-life balance, it can be said that the higher the technological change, the higher it will be work life balance Gen-Z, these findings are supported by research conducted by (Lukmana Putra 2024)

Findings related to social awereness shows positive and significant things to work life balance, this study shows that the higher the social awerness, it will be higher work life balance gen-z in carrying out the work, this is the same as the findings of previous research revealed by (Pheng & Chua, 2019). previous research that states that job satisfaction has a positive influence on work-life balance (Suhardiman and Saragih 2022).

The findings of the above data can be explained that Technological changes have a significant positive influence on social awerewness so that it can be said that it affects the Work Life Balance, the findings of this study (Wibawa and Manik 2024).

#### 4. CONCLUSION

- 1. Technological changes have a positive and significant effect on work-life balance. This shows that technological changes have a great influence on work-life balance in generation Z.
- 2. Social awereness has a positive and significant effect on work-life balance. This shows that social awereness has an effect on work-life balance in generation Z

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