



**THE IMPACT OF WORK-LIFE BALANCE AND TIKTOK  
EXPOSURE ON JOB SATISFACTION AND WORK ETHIC  
AMONG GEN Z EMPLOYEES**

**THESIS**

**Submitted as one of the requirements to obtain  
Magister Manajemen**

**By**

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**FACULTY OF BUSINESS  
MASTER OF TECHNOLOGY MANAGEMENT STUDY PROGRAM  
CIKARANG  
AUGUST 2025**

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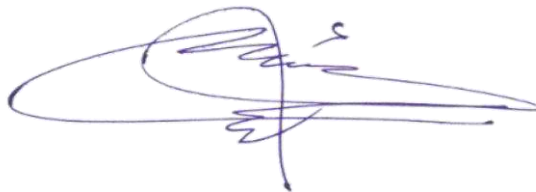
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This thesis is not only a reflection of academic effort, but also a testament to the support, prayers, and belief of many people around me. To all who have contributed, directly or indirectly, please accept my deepest gratitude.

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## ABSTRACT

This study explores the impact of Work-Life Balance and TikTok Exposure on Job Satisfaction and in today's fast-paced digital era, the expectations and work preferences of Generation Z have become increasingly distinct, shaped by their emphasis on personal well-being and constant exposure to social media platforms like TikTok. While companies strive to attract and retain young talent, little is known about how work-life balance and social media exposure influence Gen Z's job-related attitudes. This study addresses the research gap by examining how work-life balance and TikTok exposure impact Job Satisfaction and work ethic among Gen Z employees. This research adopts a quantitative approach using path analysis to explore both the direct and indirect relationships between variables. Data were collected through online surveys involving Gen Z employees across different industries in Indonesia. The independent variables are work-life balance and TikTok exposure, while the dependent variables include Job Satisfaction and work ethic. The results of this study are expected to provide valuable insights for HR practitioners and employers in understanding how Gen Z evaluates job opportunities and develops their work values. It also offers a theoretical contribution to the growing discourse on digital media influence and generational workforce behavior.

*Keywords: Generation Z; Job Satisfaction; TikTok Exposure; Work Ethic; Work-Life Balance.*

## **ABSTRAK**

Studi ini mengeksplorasi dampak Work-Life Balance dan paparan TikTok terhadap kepuasan kerja dan etos kerja. Di era digital yang serba cepat saat ini, ekspektasi dan preferensi kerja Generasi Z semakin terlihat berbeda, dipengaruhi oleh penekanan mereka pada kesejahteraan pribadi serta paparan yang terus-menerus terhadap platform media sosial seperti TikTok. Sementara perusahaan berupaya untuk menarik dan mempertahankan talenta muda, masih sedikit yang diketahui mengenai bagaimana keseimbangan kehidupan kerja dan paparan media sosial memengaruhi sikap Generasi Z terhadap pekerjaan. Studi ini menjawab kesenjangan penelitian tersebut dengan mengkaji bagaimana work-life balance dan paparan TikTok berdampak terhadap kepuasan kerja dan etos kerja di kalangan karyawan Generasi Z. Penelitian ini menggunakan pendekatan kuantitatif dengan metode path analysis untuk menelusuri hubungan langsung maupun tidak langsung antar variabel. Data dikumpulkan melalui survei daring yang melibatkan karyawan Gen Z dari berbagai sektor industri di Indonesia. Variabel independen dalam penelitian ini adalah work-life balance dan paparan TikTok, sementara variabel dependen mencakup kepuasan kerja dan etos kerja. Hasil dari penelitian ini diharapkan dapat memberikan wawasan yang berharga bagi praktisi SDM dan pemberi kerja dalam memahami bagaimana Gen Z mengevaluasi peluang kerja serta membentuk nilai-nilai kerjanya. Selain itu, studi ini juga memberikan kontribusi teoretis terhadap wacana yang berkembang tentang pengaruh media digital dan perilaku generasi dalam dunia kerja.

*Kata kunci: Etos Kerja; Generasi Z; Kepuasan Kerja; Paparan TikTok; Work-Life Balance.*

# TABLE OF CONTENTS

<b>TITTLE PAGE</b> .....	<b>i</b>
<b>APPROVAL PAGE</b> .....	<b>ii</b>
<b>PANEL OF EXAMINER APPROVAL</b> .....	<b>iii</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>iv</b>
<b>STATEMENT OF ORIGINALITY</b> .....	<b>vi</b>
<b>SIMILARITY INDEX REPORT</b> .....	<b>vii</b>
<b>GPT ZERO REPORT</b> .....	<b>viii</b>
<b>SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST</b> .....	<b>ix</b>
<b>ADVISOR APPROVAL FOR PUBLICATION</b> .....	<b>x</b>
<b>ABSTRACT</b> .....	<b>xi</b>
<b>ABSTRAK</b> .....	<b>xii</b>
<b>TABLE OF CONTENTS</b> .....	<b>xiii</b>
<b>LIST OF FIGURES</b> .....	<b>xvi</b>
<b>LIST OF TABLES</b> .....	<b>xvii</b>
<b>CHAPTER 1 INTRODUCTION</b> .....	<b>1</b>
1.1 Background of Study.....	1
1.2 Problem Statement.....	4
1.3 Research Problem .....	4
1.4 Research Objective.....	5
1.5 Scope of Research.....	6
1.6 Research Significance.....	7
<b>CHAPTER 2 LITERATURE REVIEW</b> .....	<b>9</b>
2.1 Definitions of Variables.....	9
2.1.1 Work-Life Balance .....	9
2.1.2 TikTok Exposure .....	12
2.1.3 Job Satisfaction.....	16
2.1.4 Work Ethic.....	18
2.2 Hypothesis Development .....	20
2.2.1 Work-Life Balance and Job Satisfaction.....	20

2.2.2	TikTok Exposure and Job Satisfaction .....	20
2.2.3	Work-Life Balance and Work Ethic.....	21
2.2.4	TikTok Exposure and Work Ethic .....	21
2.2.5	Job Satisfaction and Work Ethic .....	21
2.2.6	Work-Life Balance, Job Satisfaction, and Work Ethic .....	22
2.2.7	TikTok Exposure, Job Satisfaction, and Work Ethic .....	22
2.3	Theoretical Framework .....	23
2.4	Research Gaps .....	24
<b>CHAPTER 3 METHODOLOGY .....</b>		<b>25</b>
3.1	Research Design.....	25
3.2	Sampling Plan .....	26
3.3	Instruments and Operational Definition of Variables .....	26
3.4	Content Validity .....	29
3.5	Data Collection Design .....	30
3.6	Data Analysis Method .....	30
3.6.1	Respondent Profile.....	31
3.6.2	Validity .....	31
3.6.3	Reliability .....	32
3.6.4	Descriptive Analysis.....	32
3.6.5	Inferential Analysis .....	33
3.6.6	VAF (Variance Accounted For) Method .....	33
<b>CHAPTER 4 RESULT &amp; DISCUSSION .....</b>		<b>35</b>
4.1	Structural Model Overview (PLS-SEM Framework) .....	35
4.2	Outer Loadings .....	36
4.3	Reliability and Validity .....	37
4.4	Discriminant Validity .....	39
4.5	Descriptive Statistics (Mean and Standard Deviation) .....	40
4.6	Model Fit and Hypothesis Testing.....	43
4.7	Coefficient of Determination (R <sup>2</sup> ).....	43
4.8	Variance Accounted For (VAF) Analysis .....	45
4.9	Discussion.....	46
4.9.1	General Discussion.....	51

4.10 Managerial and Practical Implications .....	52
4.10.1 Promote Work-Life Balance .....	52
<b>CHAPTER 5 CONCLUSION &amp; RECOMMENDATION.....</b>	<b>54</b>
5.1 Conclusion .....	54
5.1.1 Work-Life Balance and Job Satisfaction.....	54
5.1.2 TikTok Exposure and Job Satisfaction.....	54
5.1.3 Work-Life Balance and Work Ethic.....	55
5.1.4 TikTok Exposure and Work Ethic .....	55
5.1.5 Job Satisfaction and Work Ethic .....	56
5.1.6 The Mediating Role of Job Satisfaction: Work-Life Balance and Work Ethic .....	56
5.1.7 The Mediating Role of Job Satisfaction: TikTok Exposure and Work Ethic.....	56
5.1.8 General Conclusion .....	57
5.2 Recommendation .....	57
5.2.1 For Generation Z Individuals.....	57
5.2.2 For Educational Institutions .....	58
5.2.3 For Organizations and Employers .....	58
5.2.4 For Students of President University and Future Researchers .....	58
<b>REFERENCES.....</b>	<b>60</b>
<b>APPENDIX A QUESTIONNAIRE .....</b>	<b>65</b>
<b>APPENDIX B RESPONDENT’S DATA.....</b>	<b>78</b>
<b>APPENDIX C TABLE ANALYSIS .....</b>	<b>80</b>
C.1 Hypothesis Testing Results .....	80
C.2 Descriptive Statistics for Indicators .....	80
C.3 Discriminant Validity (HTMT Ratio).....	81
C.4 Reliability and Convergent Validity Indicators .....	81
C.5 Outer Loadings of Indicators .....	81

## LIST OF FIGURES

Figure 2.1 Theoretical Framework .....	23
Figure 4.1 PLS-SEM Framework .....	35
Figure 4.2 Reliability and Validity.....	38
Figure 4.3 Discriminant Validity .....	39
Figure 4.4 Coefficient of Determination.....	44

## LIST OF TABLES

Table 3.1 Operational Definition of Variables .....	28
Table 4.1 Outer Loadings.....	36
Table 4.2 Reliability and Validity .....	38
Table 4.3 Discriminant Validity .....	40
Table 4.4 Descriptive Statistics .....	41
Table 4.4 Hypothesis Testing Results .....	43
Table 4.6 VAF Analysis.....	45