



The Role of Work-Life Balance in Enhancing Job Satisfaction and Employee Retention

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ABSTRACT

The objective of this study is to examine how balance between serious and fun activities arrangements and worker work fulfillment connect with each other. This article has explicitly centered around how balance between fun and serious activities rules assist with accomplishing a harmony between proficient work and different pursuits. The ongoing concentrate additionally sees how balance between serious and fun activities guidelines reduce struggle among work and home life. To apply and connect related thoughts of representatives' work fulfillment to the proposed experimental review, these hypotheses have been assessed and portrayed by before specialists. Work-life arrangements are turning into a vital piece of business system, with an emphasis on what these strategies can mean for representatives' personal satisfaction working and, all the more critically, how they can uphold them in keeping a balance between fun and serious activities while giving equivalent load to work fulfillment, execution, and obligation to their positions. This study aims to determine how work-life balance affects employee turnover and the goals of multinational companies operating in Bangladesh with regard to employee turnover. The majority of the main data used in the research was gathered from several international firms in a variety of industries, including consumer goods, tobacco, telephony, and fashion. Based on survey data, many statistical methods were employed to assess the hypotheses, including the One Sample T test, ANOVA test, and correlation. To create a model and determine the influence of different dependent variables over independent variables, linear regression analysis is used. The survey's research revealed that a suitable work-life balance for workers has a beneficial impact on an organization's success, whereas a bad work-life balance increases employee turnover and inclinations to leave.

Keyword: Work-Life Balance, Job Satisfaction, Employee Retention, Employee Turnover, Multinational Corporations, Work-Life Balance Policies, Quality of Work Life, Employee Performance, ANOVA Test.

1. INTRODUCTION

The contemporary workplace is undergoing tremendous change, which may be attributed to the rapid growth of technology, the spread of globalization, and the altering standards of society. A notion that has arisen as a significant component impacting both the well-being of employees and the performance of organizations is the concept of work-life balance. This concept has emerged in this dynamic environment. Individuals are said to have achieved work-life balance when they are able to properly manage their professional duties in addition to their personal and family obligations responsibilities. Not only is it vital to achieve this balance in order to preserve the health and happiness of employees, but it is also essential in order to ensure that the organization's performance and competitiveness are maintained throughout time.

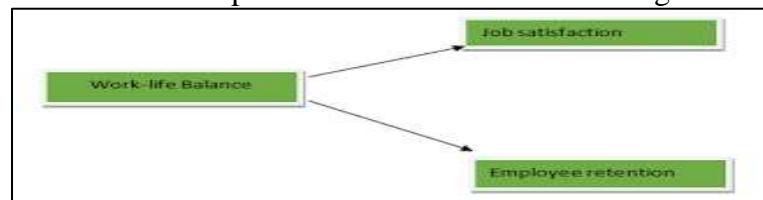


Figure 1: Job Satisfaction and Employee Retention



As an ever-increasing number of organizations come to understand the significance of their human resources, there is a rising accentuation on the execution of strategies and methods that support a good arrangement among work and individual life. The motivation behind these standards is to help workers in adjusting the requests of their own and proficient life, with the ultimate objective of bringing down feelings of anxiety and limiting burnout. With regards to drawing in and holding top ability, further developing representative commitment, and developing a solid culture in the working environment, associations that feature the significance of balance between serious and fun activities are much of the time in a more grounded position.

A good overall arrangement among work and individual life is straightforwardly connected with work fulfillment, which is a significant consider deciding representative inspiration and efficiency. The probability of a representative encountering better degrees of occupation fulfillment is expanded when they have the insight that their requests for a balance between fun and serious activities are being tended to. As an outcome, this outcomes in expanded devotion to one's work, less non-attendance, and upgraded execution. Then again, an absence of balance between fun and serious activities can bring about work misery, more noteworthy pressure, and higher turnover rates, which can all be costly for organizations with regards to both monetary assets and lost information.

The retention of employees is another area that is highly influenced by the work-life balance factor. It is possible for high turnover rates to throw off the stability of an organization, result in the loss of institutional knowledge, and result in significant expenditures associated with recruiting and training. By cultivating an atmosphere that encourages a healthy balance between work and personal life, firms may lessen the likelihood of employees leaving and keep qualified workers on staff. This not only improves continuity and stability, but it also boosts the organization's capacity to achieve long-term strategic goals when compared to other organizations.

Inside the setting of worldwide firms that are dynamic in Bangladesh, the reason for this study is to explore the mind boggling join that exists between balance between serious and fun activities approaches, work fulfillment, and representative maintenance. To give an intensive information on the impact that balance between serious and fun activities has across various organizations, the examination centers around a wide range of ventures, including broadcast communications, tobacco, style, and shopper merchandise. The reason for this study is to affirm the reason that great balance between serious and fun activities strategies impact work fulfillment and limit representative turnover. This will be accomplished by performing empirical studies and evaluating associated theories of job satisfaction.

Surveys were used to collect data for this study from a variety of global organizations. These surveys gave insights into the beliefs of workers regarding their work-life balance, as well as the consequences of this perspective on their job satisfaction and their intentions to remain in their current positions. For the purpose of analyzing the data and putting the hypotheses to the test, statistical procedures such as the one sample t-test, the analysis of variance (ANOVA) test, correlation analysis, and linear regression analysis were utilized.

1.1. Job Satisfaction

The emotional and psychological fulfillment a person receives from their employment and the workplace culture as a whole is referred to as job satisfaction. It covers a wide range of factors of working at a job, including as the type of work done, the culture of the company, relationships with coworkers and managers, pay and benefits, chances for professional progression, and the ability to combine work and personal life.

Positive results for both people and businesses are linked to high levels of job satisfaction. Higher levels of motivation and engagement are typically displayed by contented workers, which



boosts output and improves job performance. They also tend to have lower absenteeism and turnover rates, be more eager to go above and beyond the call of duty, and show a strong dedication to the company.

From an organizational standpoint, encouraging job satisfaction helps to draw and keep skilled workers as well as create a pleasant workplace culture. It improves the company's standing as an employer of choice, which is important in markets for skilled workers that are competitive. Additionally, contented workers are more inclined to promote their company to others, which may strengthen employer branding and draw in new applicants.

Organizations must concentrate on comprehending and resolving the elements that affect workers' contentment and pleasure at work in order to foster job satisfaction. This could entail establishing avenues for career advancement, providing competitive pay and benefits, cultivating a welcoming and inclusive workplace, acknowledging and honouring accomplishments, establishing transparent channels for feedback and communication, and advocating for a work-life balance.

1.2. Employee Retention

Retaining employees is a vital goal for companies hoping to have a steady and competent team for the long run. It speaks to the company's capacity to keep workers and lower turnover rates. A pleasant work environment where people feel appreciated, engaged, and content with their jobs is indicated by high employee retention.

A variety of techniques are included in effective employee retention strategies with the goal of encouraging dedication and loyalty from staff members. Creating a welcoming and inclusive work environment where staff members feel valued and respected is one of these tactics. Offering employees the chance to grow professionally is also essential since it enables them to rise within the company and meet their career objectives.

Competitive pay and benefits ensure that workers are appropriately paid for their efforts and have access to full benefit packages, which is important for employee retention. Programs for employee recognition and rewards are crucial for recognizing and applauding accomplishments, which supports the reinforcement of motivation and positive behavior.

Initiatives promoting work-life balance are becoming more and more crucial to retention tactics since they help workers successfully balance their personal and professional obligations. Telecommuting choices, health initiatives, and flexible work schedules all improve worker happiness and wellbeing while lowering attrition and burnout.

Encouraging a healthy work environment and retaining employees need effective leadership and management techniques. In order to maintain clear communication, feedback systems, and responsiveness to employee requirements, good management must combine strong leadership with growth-oriented guidance and opportunities.

Frequent feedback loops, such asking workers for feedback and doing departure interviews, offer insightful information about what influences employee turnover and where improvements may be made. Organizations may improve retention efforts and foster a devoted and motivated staff by comprehending employee problems and taking proactive measures to solve them.

2. LITERATURE REVIEW

Bahar, A. M., et.al., (2022) To address the critical misfortunes and precariousness that are brought about by regular millennial turnover, the reason for the review was to research the effects of balance between fun and serious activities (WLB) on the maintenance of representatives who are individuals from Age Y (Gen Y) and the interceding impacts of occupation fulfillment in little confidential organizations. Albeit a few examinations on the turnover of Age Y have been directed in the western setting, the issue of successive turnover among Age Y stays unanswered in non-industrial countries, especially with regards to India,



which has the economy that is developing at the fastest rate in South Asia. It is subsequently concentrated on that there is an absence of examination about the impact of balance between fun and serious activities on the maintenance of Age Y representatives in the setting of arising nations that are not in the focal west. With the end goal of this quantitative review, the Brilliant PLS was used for investigation, and the discoveries show that balance between fun and serious activities impacted representative maintenance, with work fulfillment filling in as a middle person. In light of the discoveries of the review, there are significant ramifications for all gatherings engaged with connection to the maintenance of Age Y representatives, as well concerning future examinations.

Roopavathi, S., & Kishore, K. (2021) investigated exhaustively on the off chance that there is an association between the adaptability of work and the proficiency of creation, the association between the business and the representative and the development in efficiency, the connection between the workplace and the turnover rate, lastly, the connection between work security and the maintenance of staff. Perhaps of the main element that adds to the progress of representatives is the capacity to keep a good overall arrangement between their own and proficient lives. This study's goal is to lead a writing assessment on the hypothetical writing about balance between serious and fun activities and its impact on the working of associations. Subsequently, the discoveries of the review uncovered that elements like work security, work environment, manager representative association, and work steadiness all impact the nature of creation, upgraded effectiveness, representative turnover rate, and representative maintenance. The discoveries exhibited that representatives have a negative response when they see a work-life lopsidedness, and that administration ought to apply ways of accomplishing a balance between fun and serious activities to further develop representative execution. In view of the discoveries of the exploration, it has been reasoned that making a good arrangement among work and individual life is of huge importance to contemporary work environments.

Arief, N. R., et.al., (2021) done an examination on the effect that superb work and a solid balance between serious and fun activities have on work fulfillment through representative commitment. The discoveries of this study give trustworthiness to the speculation that (a) the nature of balance between serious and fun activities impacts work fulfillment in a manner that is both positive and significant. This exhibits that assuming representatives have a positive impression of the nature of their balance between fun and serious activities, it will prompt an improvement in work fulfillment. Representative commitment is decidedly and essentially affected by the nature of balance between fun and serious activities variable, as expressed in the subsequent sentence. In particular, it shows that a greater of balance between fun and serious activities will prompt better worker commitment. There is a positive and significant connection between the balance between fun and serious activities variable and the degree of occupation fulfillment experienced by representatives. Balance between serious and fun activities has been displayed to support worker work fulfillment, as shown by this review. Representative commitment is well and unequivocally affected by the balance between serious and fun activities variable, as expressed in the past sentence. That's what it exhibits on the off chance that representatives have a superior balance between serious and fun activities, they are more taken part in their work, and in the event that work fulfillment factors impact representative commitment, then this is a positive and tremendous impact. Accordingly, it shows that work fulfillment has been accomplished, which thus further develops representative commitment. Hence, on the off chance that there is an expansion in work fulfillment, there will likewise be an expansion in representative commitment. The creativity of this study comprises in the way that there has never been any exploration led on the personal satisfaction, balance between fun and serious activities, and representative commitment at the Secretary-General of the Indonesian



Service of Horticulture, as well as the scientific methodology that uses SEM utilizing SEM LISSEREL.

Aruldoss, A., et.al., (2021) concentrated on the components that impact authoritative responsibility, specifically the harmony among work and individual life and the degree of occupation fulfillment. The discoveries of a critical part of the exploration on hierarchical responsibility have been dissected, and it has been resolved that authoritative responsibility may precisely foresee individual execution. This study was done at PT. PLN Indonesia, and the essential wellspring of information utilized was quantitative data acquired by means of polls. The example for the review included 210 people who were utilized by PT. PLN on a long-lasting premise. It was resolved through the use of way investigation how the factors were connected with each other. Because of the discoveries, it was found that there was a positive effect of occupation fulfillment on hierarchical responsibility; an adverse consequence of balance between fun and serious activities on authoritative responsibility; a positive effect of balance between serious and fun activities on work fulfillment; and a positive effect of balance between serious and fun activities on hierarchical responsibility through work fulfillment. Based on this review, certain suggestions were made areas of strength for to that have a high commitment to the hierarchical responsibility. The reason for these suggestions was to reinforce the authoritative responsibility of labourers.

Houssein, A. A., et.al., (2020) The motivation behind this study was to assess the variables that influence representative maintenance in the monetary business in India, to be specific worker commitment, balance between fun and serious activities, and profession developing open doors. Associations have started to put a more noteworthy accentuation on representative maintenance because of the impact that HR have on the exhibition of the association and its benefit over possible contenders. For this quantitative examination, an overview approach was used to get information from 100 people who partook in the review. With the end goal of comfort inspecting, a poll comprising of shut finished questions and self-controlled surveys was given. To examine the impact that the free factors have on maintenance, various relapse examination was thought about. As per the discoveries of this review, there is a positive and significant relationship between representative maintenance and worker commitment as well as vocation proficient development. Worker commitment was the variable that had the best impact on representative maintenance, while the impact of professional success was altogether less critical. Then again, the discoveries exhibited that the relationship between balance between serious and fun activities and representative maintenance was not critical nor huge. This may be the consequence of different factors that are more significant. As per these discoveries, human asset experts will have a more prominent handle of the impact that worker commitment and profession improvement have on maintenance methodology, as well as additional experiences into the connection between the two. As per the discoveries of this exploration, representative commitment is viewed as an essential part during the time spent holding workers. Furthermore, chiefs of HR ought to try to carry out maintenance methodologies that are explicitly connected with the expert development of their staff individuals. The motivation behind this study was to assess representative commitment, balance between serious and fun activities, vocation improvement, and maintenance of laborers in India. Albeit past exploration has examined a couple of these worries, this study was quick to integrate these issues into a solitary study.

3. RESEARCH METHODOLOGY

3.1. Sources of data

For the purposes of this study, the major source of data is comprised of employees working for international firms. The information was gathered from 231 individuals from 14 different multinational firms in Delhi, who worked in a variety of offices. The core data were gathered

through in-person interviews as well as through an online questionnaire survey that was conducted using Google form.

3.2. Sampling and sample size

Convenience sampling, also known as the non-probability approach, was the primary method of sampling utilized in this investigation. This was due to the fact that it was the most appropriate kind of sampling in terms of the time and resources that were available to the researcher. By selecting samples from the population based on their proximity to the researcher and their ease of access, convenience sampling is a method of sampling. The ideal scenario for any kind of study would be to test the whole population; but, in the majority of instances, it is not possible to include every single person since the population is so huge.

3.3. Methods of data analysis

For the purpose of carrying out the data analysis, SPSS 15.0 was utilized for the descriptive analysis of the respondents (profile of respondents), a one sample t-test was carried out for the purpose of hypothesis testing, and factor analysis was carried out in order to extract the factors, and strongly correlated variables were found. In addition, a correlation matrix was utilized in order to determine the degree of linkage between the various variables. In addition to supporting software such as Microsoft Excel and Google Docs, the primary program that was utilized for the analysis of the data was SPSS. In SPSS version 15.0, statistical measures such as the "One sample t test," the "One-way ANOVA test," the "Univariate ANOVA test," and the "Pearson's Correlation test" were utilized in order to analyze the survey data. A regression line was established through the use of linear regression analysis in order to determine the influence of various factors on the independent variable. Linear regression analysis was employed.

4. DATA ANALYSIS AND RESULT

4.1. Descriptive statistics of respondents

Table 1. Respondents' age and gender

Socioeconomic Status	Gender	Average Math Score
High	Male	78
	Female	82
Low	Male	66
	Female	71

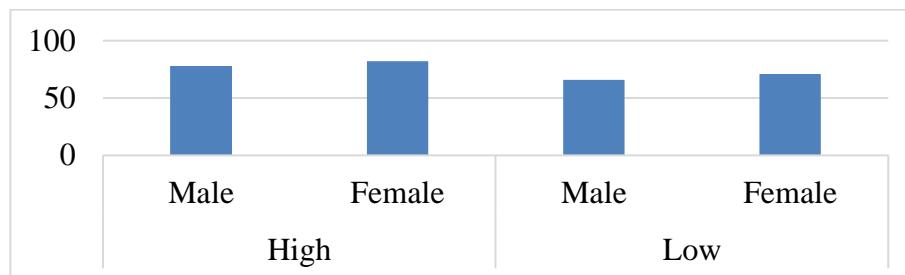


Figure1: Respondents' age and gender

The participants in this study were from a variety of multinational corporations operating in Bangladesh's various sectors, and there was a total of 231 respondents. There are 61 female respondents, which accounts for 26% of the total, and 169 male respondents, which accounts for approximately 72% of the total. Out of the total number of respondents, about 119 belong to the age range of 25-40 years old, while only 17 respondents are from the age group of 45 and older.

Table 2. The amount of time respondents from various sectors spent with organizations

Types of industry	Consumer goods	Fashion	Others	Telecommunication	Tobacco
7-8 hours	12.40%	1.00%	43.40%	1.00%	11.00%
9-10 hours	42.70%	91.00%	42.40%	74.00%	59.00%
11-12 hours	42.70%	7.00%	12.00%	24.00%	27.00%

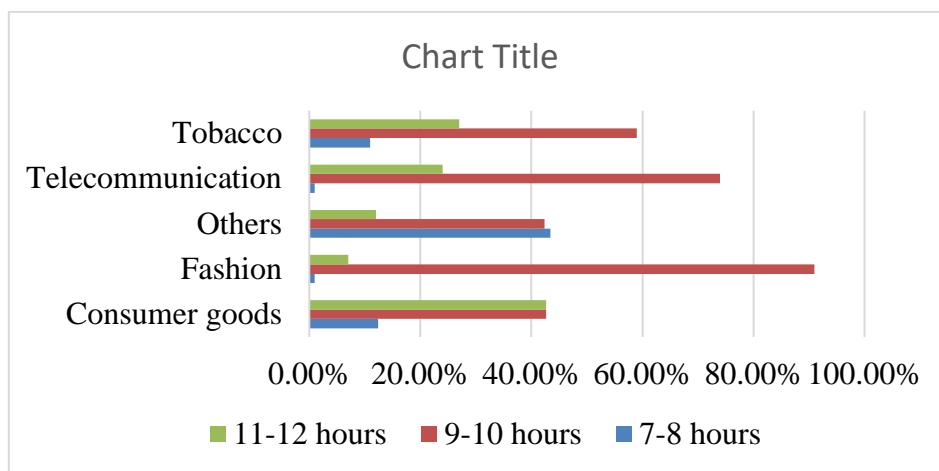


Figure 2: The amount of time respondents from various sectors spent with organizations

The following table presents an illustration of the link between employees' working hours and the standard practice in the sector. According to the findings of the study, it was discovered that in the consumer goods business, the fashion industry, the telecommunications industry, and the tobacco industry, more than 84% of employees are required to work for more than or equal to 9 hours per day. Surprisingly, 43.4% of employees working for multinational corporations that are connected to consumer goods work for more than 10 hours per day. Although this is the case, 43.4% of workers in other areas, such as education and immigration, information technology, firms that are reliant on outsourcing, and so on, work for less than or equal to eight hours each day. The findings of the poll indicate that 32 percent of workers are single, while 66 percent of workers are married. A dual career pair makes up sixty-five percent of the workforce of multinational businesses, which is comprised of married personnel.

5. CONCLUSION

As a result of the study of this research, it is possible to assert that the work-life balance of employees has a significant impact on employee turnover and the intention of multinational firms to engage in turnover, in addition to other factors that contribute to employee turnover. The ability to maintain a healthy balance between work and personal life is not only associated with employee happiness, but also with employee performance and organizational productivity. Based on the findings of this research, it was discovered that employees of multinational organizations are experiencing a great deal of difficulty in maintaining a healthy balance between their professional and personal lives. As a result, they have a strong intention of leaving their current firm if they are provided with adequate advantages to relocate. Lastly, it was discovered that the most significant issues that hinder employees in achieving a healthy work-life balance are extended working hours, mandatory overtime, the length of time it takes to commute to the workplace, and a reduced amount of time to spend with their families. There are not many steps



being taken by organizations to assist their employees in having a better work-life balance. Even in the present day, a great number of global organizations are experiencing excessive staff turnover, which causes them to lose important human resources that they have built.

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