

Peran Beban Kerja Terhadap *Flourishing* dengan *Work-life balance* Sebagai Mediator Pada Pekerja Sales

Nurul Qomariyyah¹, Rizqi Nur'aini A'yuninnisa²

^{1,2}Fakultas Psikologi, Universitas Gadjah Mada

nurulqomariyyah@mail.ugm.ac.id¹, rizqi.ayuninnisa@ugm.ac.id²

Abstrak

Di Indonesia, 68% sales person mengalami *burnout* akibat beban kerja berlebihan, dengan 32% pekerja mengalami masalah kesehatan mental, sehingga penelitian ini bertujuan menganalisis pengaruh beban kerja terhadap *flourishing* melalui mediasi *work-life balance* pada sales person. Penelitian kuantitatif dengan desain *cross-sectional survey* ini melibatkan 250 sales person di Indonesia yang memenuhi kriteria inklusi, menggunakan instrumen Subjective Workload Assessment Technique (SWAT), *Work-life balance Scale*, dan *Flourishing Scale*, dengan analisis data menggunakan Structural Equation Modeling (SEM) dengan Jamovi Versi 2.6.44. Hasil penelitian menunjukkan bahwa beban kerja berperan negatif signifikan terhadap *work-life balance* ($\beta = -0,238$, $p = 0,003$) secara langsung dan *flourishing* ($\beta = -0,196$, $p = 0,007$)., Sementara, *work-life balance* berperan positif signifikan terhadap *flourishing* ($\beta = 0,272$, $p < 0,001$)., *Work-life balance* terbukti memediasi hubungan antara beban kerja dan *flourishing* secara parsial ($\beta = -0,065$, $p = 0,009$). Penelitian ini menyimpulkan bahwa beban kerja mempengaruhi *flourishing sales person* baik secara langsung maupun tidak langsung melalui *work-life balance*, yang mendukung teori *spillover* dan menekankan pentingnya pengelolaan beban kerja serta keseimbangan kehidupan kerja-pribadi untuk meningkatkan kesejahteraan psikologis pekerja sales.

Kata kunci: beban kerja, *flourishing*, *work-life balance*, sales person, *spillover theory*

Abstract

The advancing digital era demands adaptation in sales fields with technological platforms, yet sales personnel face serious mental health challenges. In Indonesia, 68% of sales personnel experience burnout due to excessive workload, with 32% of workers experiencing mental health problems, making it essential to analyze the effect of workload on flourishing through work-life balance mediation among sales personnel. This quantitative study employed a cross-sectional survey design involving 250 sales personnel in Indonesia who met inclusion criteria, utilizing the Subjective Workload Assessment Technique (SWAT), Work-life balance Scale, and Flourishing Scale, with data analysis conducted using Structural Equation Modeling (SEM) through SPSS AMOS 26. The results demonstrated that workload had significant negative effects on work-life balance ($\beta = -0.238$, $p = 0.003$) and flourishing ($\beta = -0.196$, $p = 0.007$), while work-life balance showed significant positive effects on flourishing ($\beta = 0.272$, $p < 0.001$), and work-life balance was proven to partially mediate the relationship between workload and flourishing ($\beta = -0.065$, $p = 0.009$). This research concludes that workload affects sales personnel flourishing both directly and indirectly through work-life balance, supporting spillover theory and emphasizing the importance of workload management and work-life balance for improving psychological well-being of sales workers.

Keywords: workload, *flourishing*, *work-life balance*, sales person, *spillover theory*