

The Effect of Work-Life Balance on Job Satisfaction: A Study of Operational Level Employees in Brandix Apparel Solutions

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Socioeconomic change, intense global competitiveness, and work culture make it difficult for employees to balance the two most important aspects of their lives; Work and family life is constantly under stress, leading to many negative consequences for individual employees as well as organization. Work-life balance is about people having some control over when, where and how they work. The present study aims to examine the effect of work-life balance on job satisfaction. The research in hand presents a concise summary of the literature on the value of work - life balance and job satisfaction. The work interference with personal life, personal life interference with work, work personal life enhancement serves as dimensions of the independent variable: work-life balance while nature of the work, compensation, working conditions, co-workers & supervisors, balance between work and life serves as the dimensions of dependent variable: job satisfaction. A conceptual framework was formulated by using the independent variables and the dependent variable and hypotheses were formulated in order to find whether the independent variables have an impact with the dependent variable or not.

In order to carry out the study, 102 machine operators from Brandix Apparel Solutions were selected for the sample using simple random sampling method. Standard Questionnaires were used to gather data from the sample and secondary data sources were used to collect additional information regarding the company. According to the results of the correlation analysis, it was found that there is a significant high positive relationship between Work-Life Balance and Job Satisfaction. Further, the results reviewed that there is a significant positive impact of Work-Life Balance on Job Satisfaction.

Keywords: *Work-Life Balance, Job Satisfaction*

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