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The Effect of Work-Life Balance and Workload on Employee Job Satisfaction in the Creative Media Industry at MSME Scale in Samarinda

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Abstract: Work-life balance and workload are two aspects of improving employee well-being and job satisfaction that are increasingly receiving attention. Given the importance of this topic in the MSME sector, this study fills the gap in the limited literature on the influence of these two factors in the creative media industry. The contribution of this study is to provide new insights for companies in managing these factors to improve employee performance and well-being. This study used a quantitative approach with multiple linear regression techniques to examine the impact of work-life balance and workload on job satisfaction. Data were collected through questionnaires distributed to 150 people working in a creative media company on an MSME scale in Samarinda. According to the study's findings, work-life balance has the biggest impact on these two factors, significantly affecting employee job satisfaction. It is demonstrated that both independent variables can account for 75.4% of the variation in work satisfaction, with a coefficient of determination (R^2) of 0.754, while 24.6 percent is influenced by external variables not included in this research model. Workload has a favorable and considerable impact on job satisfaction, although work-life balance has a small but positive effect. The study's findings suggest that increased work-life balance and effective task management can boost worker job satisfaction. Therefore, to achieve organizational goals, businesses are encouraged to maintain and improve work-life balance and manage workload properly to improve employee well-being and satisfaction.

Keywords: Work-Life Balance, Workload, Job Satisfaction.

INTRODUCTION

Human resources are a crucial component and cannot be separated from the company, be it a company or an institution. Human resources also have a significant impact on the company's achievement in achieving its organizational goals. Having competent and experienced human resources who can collaborate closely with superiors and colleagues is very important to achieving company goals. Human resources must be managed by the company so that they become thinkers, business path-makers, and implementers of the company's finances.

An organization's human resources are very important to achieve its goals. (Lumunon et al., 2019)

The creative media industry in Samarinda, which generally operates as MSME (Micro, Small, and Medium Enterprises), covers various fields such as graphic design, content production, animation, and photography. This sector plays an important role in the local economy, but workers often face challenges in balancing personal life and high work demands, which has implications for job satisfaction and overall well-being.

Employees in the creative media MSME sector have a hard time finding a balance between their personal and work lives. Often, this industry requires a high level of creativity, flexible working hours, and the ability to adapt to rapid change and change. Employee stress decreased productivity, and even increased turnover rates can all occur if there is no work-life balance. Conversely, too much work can lead to dissatisfaction at work and burnout.

Based on local data, around 65% of employees in the creative media sector of MSME in Samarinda reported difficulty in dividing their time between work and their personal lives. This proves that work-life balance is a significant problem for employees in this industry. More than 70% of employees reported that heavy workloads affect their mental and physical health, with many showing symptoms of stress and burnout. In addition, 60% of employees stated that they often have to work outside of regular working hours to meet work demands, which further reduces time for personal and recreational activities. (Achmad Abdi Aqsala, 2023)

According to research, workers who have a healthy work-life balance are generally more devoted to their employers, have lower stress levels, and are happier in their positions. In the context of the creative industry, where ideas and innovation are in high demand, creating an environment that supports work-life balance. Improving work-life balance also has the potential to support the development of the MSME sector in Samarinda, thereby creating healthier and more productive working conditions and increasing the competitiveness of MSME in local and national markets.

International data from the OECD shows that many employees in several countries have quite high working hours, namely above 50 hours per week. Mexico holds the highest percentage (31.4%), followed by Turkey (29.1%) and Colombia (27.9%). The average in OECD countries is only 11.6%. This difference shows that the work culture in some countries does require longer working hours, which may throw off the harmony between personal and professional life.

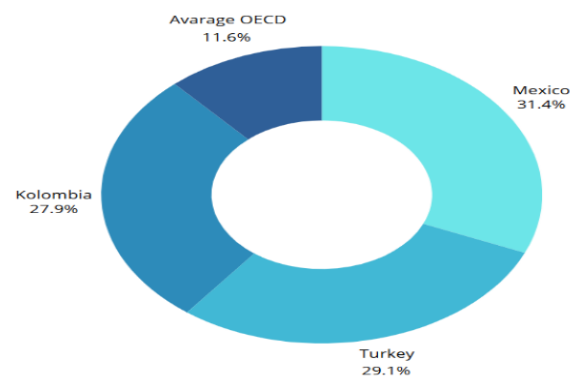


Figure 1. Percentage of Employees Working More than 50 Hours per Week in Several OECD Countries
Source: OECD

In a recent study by Remote.com, Indonesia faces significant challenges in maintaining work-life balance, with a balance index score of only 39.36 and an average working week of

40.04 hours. Indonesia ranks lowest compared to New Zealand, Ireland, and Belgium, both in terms of balance index and happiness index.

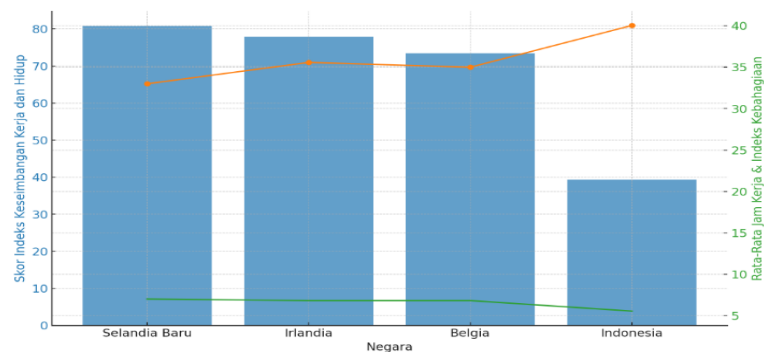


Figure 2. Comparison of Work-Life Balance Index and Happiness Index

Source: Remote.com

Low average working hours and support for welfare policies, as shown by New Zealand and other countries, play an important role in increasing the employee happiness index. On the other hand, high workloads and long working hours, as experienced by employees in Indonesia, hinder the fulfillment of personal needs and leisure time that are essential for mental and physical health. Conclusion

From the results of the study conducted by the OECD and Remote.com, it can be seen that work-life balance has a significant impact on well-being, job satisfaction, and business sustainability, especially in MSMEs in the creative media industry sector in Samarinda. Low average working hours and support for welfare policies, as shown by New Zealand and other countries, play an important role in increasing the employee happiness index and ensuring business sustainability through more stable productivity. On the other hand, high workloads and long working hours, as experienced by employees in Indonesia, tend to hinder the fulfillment of personal needs and leisure time that are essential for their mental and physical health, which in turn can affect employee retention and loyalty in the long term. For MSMEs in the creative industry sector, which demands high innovation and energy, this balance is very crucial. By improving work-life balance through policies that regulate workloads fairly, MSME can not only increase employee job satisfaction but also support overall business sustainability, maintaining consistent creativity and productivity. According to Sutrisno (Nurleli, 2019), job satisfaction can be defined as an employee's attitude towards their work, including the work environment, cooperation, compensation received, and physical and psychological factors, can be defined as job satisfaction. Job satisfaction can be defined as when an employee feels that their work is enjoyable or not. Job satisfaction factors consist of two categories: intrinsic factors and extrinsic factors. Here are examples of extrinsic factors: work-life balance and workload. (Syifa Fadilla, 2022)

According to Schermerhorn (Topan Adhitya et al., 2024) explains that a person's potential to manage the balance of work needs with their personal and family interests is known as work-life balance. This also means a person's ability to fulfill work commitments and family responsibilities as well as other non-work aspects. Therefore, companies need to formulate a Work-Life Balance policy so that employees can manage both roles. In addition to the company, employees must also be able to balance their professional roles effectively. (Syifa Fadilla, 2022).

According to (Cahya 2021) workload can be explained as tasks and responsibilities that must be completed by employees as part of their obligations to the company. Workload is also

defined as a number or set of jobs that need to be done by a worker within a certain time. (Saputra, 2021)

While several studies (Dewi, 2021), (Zulkarnain & Setyaningrum, 2022) have demonstrated a favorable correlation between job satisfaction and work-life balance, there is currently a dearth of study in the creative MSME sector, particularly in Indonesia. Therefore, this study will fill this gap by focusing on the creative industry in Samarinda, which has different work dynamics from other sectors.

While some studies (Farentino Razak et al., 2022), (Almeyda & Gulo, 2022) have shown a positive relationship between workload and job satisfaction, research in the creative MSME sector is still limited, especially in Indonesia. Therefore, this study will fill this gap by focusing on the creative industry in Samarinda, which has different work dynamics from other sectors. As previously explained, the goal of this research is to determine how work-life balance and workload impact employees job satisfaction in the creative media industry at the MSME scale in Samarinda. This study is expected to offer useful recommendations for MSME managers to build a more balanced workplace and manage their workload efficiently by identifying elements that affect work-life balance and workload. This will not only increase work happiness among employees but also improve their performance and production, which can help Creative Media MSMEs in Samarinda survive in the long term.

Literature Review and Hypothesis Development

Management

According to (Kraus, 2024) Management is the formulation of strategies, organizing, instructing, and supervising the use of organizational resources in order to achieve organizational goals. In the modern era, management has undergone many significant changes and developments, especially with the presence of new technologies and changes in market dynamics. Meanwhile (Susan, 2019), defines management as the ability of individuals to successfully and efficiently control resources including human resources to achieve certain goals. In the context of MSME in Indonesia, effective management is essential given the limited resources and operational pressures that are often higher than large companies.

Human Resource Management

According to (Robbins and Judge 2021), management is defined as the process of planning, organizing, directing, and managing resources within a company to achieve set goals. Meanwhile, HR management has a broad and complex meaning. According to Mondy and Noe (2020), HR management is a process that includes all activities related to recruiting, developing, and maintaining a productive workforce. In other words, HR management does not only focus on administrative tasks but also involves developing employee skills and potential.

Work-Life Balance

According to (Pratama & Setiadi, 2021) work-life balance is an illustration of the idea that an employee can achieve a balance among his personal and professional lives. For MSME employees in Indonesia, the challenge of work-life balance increases because the workload is often heavier. According to (Nawano et al., 2024) This is a cycle, not an achievement, of this work-life balance. This means that one must always strive to balance one's personal life and work. If a person's needs and priorities change, the right balance can change. In McDonald and Bradley's research (Elza Oktavia Marsyanda, 2021), work-life balance indicators include Time Balance, Engagement, and Satisfaction, which have proven significant in the context of Indonesian MSMEs.

Workload

(Vanchapo, 2020) defines workload as an activity that needs to be completed immediately by a worker within a certain duration of time. However, workload is not taken into account if an employee can complete and adjust to the various tasks given. (Wati, 2024) states that workload is work carried out by employees beyond their capabilities, thus potentially causing high levels of pressure and stress. According to Koesoemowidjojo (Lumunon et al., 2019), workload indicators include Work Conditions, Use of Working Time, and Targets to be achieved.

Job Satisfaction

Job satisfaction, (Nurleli, 2019) is defined as a person's emotional state that can be shown through attitudes and behaviors that provide a sense of satisfaction or dissatisfaction with their work. How a company handles human resource management affects employee job satisfaction (Gross et al., 2021). According to Robbins and Judge (Wati, 2024), the indicators that determine job satisfaction are the work itself, reasonable salary or wages, and promotion.

Relationship Between Variables

Work-Life Balance has a positive correlation with job satisfaction, according to research (Kurniawan, 2024). (Caniago and Mustafa (2023) highlighted the fact that the work-life balance of employees has a substantial impact on their level of job satisfaction. The findings of a study conducted by Firdaus et al. (2024) also indicate that there is a significant positive link between having balanced work needs and being satisfied with one's employment.

H1: On an MSME scale in Samarinda, it is believed that work-life balance significantly affects employment satisfaction in the creative media sector.

The relationship between workload and job satisfaction is positively correlated, according to research (Farentino Razak et al., 2022). Research shows a positive correlation between job satisfaction and workload (Arisanti & Kusumayadi, 2023). However, according to research by (Rizki et al., 2022) workload significantly increases employee job satisfaction.

H2: On the scale of MSMEs in Samarinda, it is believed that workload significantly affects job satisfaction in the creative media sector.

As stated by (Kurniawan, 2024). Work-life balance and workload have a major effect on job satisfaction. The determining factors of their job satisfaction in the organization, on the other hand, are positively correlated with work-life balance and workload (Syifa Fadilla, 2022). Based on other research (Lumunon et al., 2019) work-life balance and workload have a major effect on job satisfaction.

H3: On an MSME scale in Samarinda, it is believed that work-life balance and workload significantly impact job satisfaction in the creative media sector.

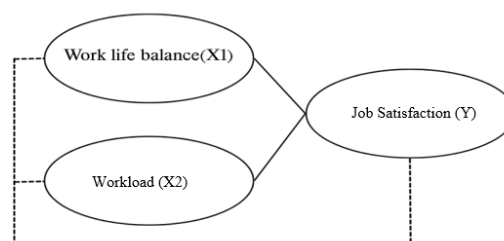


Figure 3. Research Model
Source: Processed by Researchers

Comparative Study

In the context of research on work-life balance and job satisfaction, comparative studies can provide additional perspectives that strengthen the relevance or provide a basis for the

results found in the primary research. This comparative study can be a similar study conducted in a similar geographic context, industry, or population group. The following is an example of the application of comparative studies in research on work-life balance and workload on job satisfaction in Creative Media MSME in Samarinda:

a. Comparative Based on Geography (Regional)

Research by Smith & Johnson (2022) in the creative MSME sector in Malaysia Work-life Balance is positively correlated in Malaysian creative MSMEs, with employees who have a healthy work-life balance reporting 25% higher levels of job satisfaction than those who do not. However, this study also found that high workloads can reduce the effectiveness of work-life balance policies if they are not accompanied by adequate support for time flexibility and technology policies. The problem faced by companies in Malaysia is the high workload that causes stress and reduces productivity. This finding is relevant to the research in Samarinda because the dynamics of work in the creative sector require policies that support work-life balance, especially in managing the often high workload.

b. Comparator Based on Similar Industries

Research by (Casas et al., 2021) in the creative industry in Latin America found that employees with a more controlled workload had a 20% higher level of job satisfaction compared to those who experienced excessive workload. This study also shows that without effective workload management, work-life balance initiatives will not produce optimal results. Problems in companies in Latin America are often related to excessive workload and lack of flexibility in work. This finding is relevant to the research in Samarinda because it shows the importance of workload management in supporting work-life balance policies, which are essential to maintaining employee satisfaction and productivity in the creative sector.

c. Comparator in the Context of MSME in Indonesia

Research by (Susanto et al., 2022) on MSME in Indonesia shows that good work-life balance policies can increase job satisfaction by up to 30%. However, high workloads can reduce the effectiveness of the policy if it is not accompanied by support from superiors and flexible management. The problems faced by MSMEs in Indonesia are often related to high workloads and lack of managerial support. This finding is relevant for MSMEs in Samarinda because it shows that work-life balance policies must be supported by flexible management to overcome high workloads and increase job satisfaction.

d. Comparison with the Use of the Same Theory

Research by (Kraus et al., 2024) uses human resource management theory to analyze the relationship between work-life balance, workload, and job satisfaction. The research results show that effective management in managing work-life balance and workload can increase job satisfaction by up to 35%. However, poor workload management can reduce the benefits of work-life balance policies. The problem that is often faced is the lack of effective management strategies in managing workload and ensuring work-life balance. This finding is relevant to the research in Samarinda because it shows that the implementation of effective management strategies is very important to increase job satisfaction in the creative sector.

METHOD

This study's main goal is to examine how workload and work-life balance affect workers' job satisfaction in the creative media sector on an MSME scale in Samarinda. To achieve this goal, an associative approach will be used to describe the influence of these variables. The research method applied is a quantitative method, where data will be processed based on the numbers obtained.

The population of this study consists of employees working in the creative media industry on an MSME scale in Samarinda. To obtain a representative sample size, a minimum of 150 respondents will be needed to minimize errors in filling out the questionnaire. The purposive

sampling method will be used to select respondents based on certain criteria, namely: 1) over 17 years old, because they are better able to understand the questions in the questionnaire; 2) working in the creative media industry on an MSME scale in Samarinda; and 3) have worked for at least one year in the company.

Online and offline questionnaires were used for the initial data collection. Google Forms was used to facilitate data access, especially for employees with flexible work schedules. Each item in the questionnaire will be given a five-point Likert scale, where five points indicate strongly agree and one point indicates strongly disagree. The validity and reliability of each questionnaire item will be tested to ensure the quality of the data collected. The independent variables, which include work balance and workload, and the dependent variables, which include employee satisfaction, will be evaluated through the use of multiple linear regression techniques and correlation analysis. Prior to conducting the main analysis, the validity and reliability of the instrument will be tested to ensure that the measurement of the research variables is accurate and consistent. To gain a better understanding of the contribution of workload and work balance to employee job satisfaction in the creative media industry of scale of MSME in the Samarinda, statistical analysis will be conducted using programs such as SPSS. The analysis will be presented in a research report that includes key findings, discussions, and recommendations based on the data.

RESULTS AND DISCUSSION

The focus of this study is to analyze the influence of work-life balance and workload on employee job satisfaction in the creative media industry on an MSME scale in Samarinda. To achieve this goal, an associative approach will be used to describe the influence of these variables. The research method applied is a quantitative method, where data will be processed based on the numbers obtained.

The population of this study consists of employees working in the creative media industry on an MSME scale in Samarinda. To obtain a representative sample size, a minimum of 150 respondents will be needed to minimize errors in filling out the questionnaire. The purposive sampling method will be used to select respondents based on certain criteria, namely: 1) over 17 years old, because they are better able to understand the questions in the questionnaire; 2) working in the creative media industry on an MSME scale in Samarinda; and 3) have worked for at least one year in the company.

Initial Surveys were disseminated both offline and online in order to collect data. Google Forms was used to facilitate data access, especially for employees with flexible work schedules. Each item in the questionnaire will be given a five-point Likert scale, where five points indicate strongly agree and one point indicates strongly disagree. The validity and reliability of each questionnaire item will be tested to ensure the quality of the data collected. The independent variables, which include work balance and workload, and the dependent variables, which include employee satisfaction, will be evaluated through the use of multiple linear regression techniques and correlation analysis. Prior to conducting the main analysis, the validity and reliability of the instrument will be tested to ensure that the measurement of the research variables is accurate and consistent. To gain a better understanding of the contribution of workload and work balance to employee job satisfaction in the creative media industry of Samarinda MSME scale, statistical analysis will be conducted using programs such as SPSS. The analysis will be presented in a research report that includes key findings, discussions, and recommendations based on the data.

Table 1. The analysis will be presented in a research report that includes key findings

Variables	Characteristics	Freq	Persen
Gender	Male	106	70,7%
	Female	44	29,3%

Age	< 20 years	12	8%
	20-29 years	126	84%
	30-39 years	12	8%
Field of Work	Graphic Design	12	8%
	Writing and Content	19	12,7%
	Photography/Videography	69	46%
	Social Media Management	9	6%
	Marketing	41	27,3%
Employment Status	Full Time	28	18,7%%
	Part-Time	67	44,7%
	Freelance	47	31,3%
	Contract/Temporary	8	5,3%
Length of Work	< 1 year	28	18,7%
	1-3 years	94	62,7%
	4-6 years	28	18,7%

Source: Processed data, 2024

Validity and Reliability Test

To ensure that the data collected is valid or reliable, validity and reliability testing must be carried out. The results of the validity and reliability testing are presented in Table 2.

Table 2. Validity and Reliability Test

Variables	Outer Loading	Cronbach Alpha
Work Life Balance		0,790
<i>X1.1</i>	0,552	
<i>X1.2</i>	0,782	
<i>X1.3</i>	0,725	
<i>X1.4</i>	0,640	
<i>X1.4</i>	0,770	
<i>X1.6</i>	0,708	
Workload		0,876
<i>X2.1</i>	0,651	
<i>X2.2</i>	0,844	
<i>X2.3</i>	0,711	
<i>X2.4</i>	0,830	
<i>X2.5</i>	0,844	
<i>X2.6</i>	0,826	
Job Satisfaction		0,853
<i>Y.1</i>	0,742	
<i>Y.2</i>	0,688	
<i>Y.3</i>	0,810	
<i>Y.4</i>	0,778	
<i>Y.5</i>	0,804	
<i>Y.6</i>	0,740	

Source: Processed data, 2024

At this point, validity and reliability testing is carried out by looking at Outer Loading and Cronbach Alpha. The r-value of the validity test is more than 0.159 r-table, and the reliability test coefficient is more than 0.60, as shown in Table 2. Thus, it can be said that every variable examined in this research has a high degree of reliability. In addition, the research instrument called Work-Life Balance and Workload can be considered valid.

Classical Assumption Test

Normality Test

This test is used to determine whether the significance value of the Kolmogorov-Smirnov test is normal or not. If the Kolmogorov-Smirnov test value is greater than $\alpha = 0.05$ used, then the research data is considered normally distributed.

Table 3. Normality Test

Sample	Kolmogrov – Smirnov Value	Asymp. Sig. (2 tailed)	Information
150	0,062	0,200	Normal

Source: Processed data, 2024

In light of the findings shown above, it can be concluded that the data follows a normal distribution. This is because the significance value of the Kolmogorov-Smirnov test is superior to 0.05.

Multicollinearity Test

To find out if the independent variables and the regression model are strongly correlated, multicollinearity is used. If the independent variables exhibit nearly perfect correlation or if the value of the variable inflation factor (VIF) is less than 10, then symptoms of multicollinearity can be identified.

Table 4. Multicollinearity Test

Variables	Nilai <i>Tolerance</i>	Nilai VIF	Information
Work-Life Balance (X1)	0,442	2.263	Multicollinearity Free
Workload (X2)	0,442	2.263	Multicollinearity Free

Source: Processed data, 2024

Considering Table 4 Comparing VIF values is how the multicollinearity test is conducted. The test results demonstrate that the multicollinearity assumption test can be satisfied if the VIF value is less than 10, which indicates that there is no multicollinearity between the independent variables.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether the residual variance of the regression model is different. Heteroscedasticity is the inequality of residual variance between two observations. Heteroscedasticity does not exist if the significance value is higher than 0.05. On the other hand, heteroscedasticity is indicated by a significance value of less than 0.05.

Table 5. Heteroscedasticity Test

			Standardized Coefficients	t	Sig.
			Beta		
(Contant)	2.589	.686		3.775	.001
Work-Life Balance	.029	.043	.083	-.676	.500
Workload	-.020	.038	-.066	-.535	.593

Source: Processed data, 2024

According to Table 5, given that the variables are representing work-life balance and workload possesses a significance value that is more than 0.05, it is possible to explain that there is no heteroscedasticity.

Multiple Linear Regression Analysis

The function of the multiple linear regression method is to find out more about how one independent variable affects the dependent variable.

Table 6. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients			T	Sig.
	B	Std. Error	Beta		
(Constant)	3.557	1.041		3.418	0,000
Work-Life Balance	.146	.065	.138	2.236	0,027
Workload	.709	.057	.761	12.367	0,000

a. Dependent Variable: Job Satisfaction

Source: Processed data, 2024

Based on the data from the regression test results table above, the research model that can be compiled is:

$$Y=3.557+0.146 X_1+0.709 X_2+e$$

- Constant (3.557): When the Work-Life Balance (X1) and Workload (X2) variables are zero, the average value of Job Satisfaction (Y) is 3.557.
- Work-Life Balance (0.146): Every one unit increase in Work-Life Balance will increase Job Satisfaction by 0.146, assuming other variables are constant.
- Workload (0.709): Every one unit increase in Workload will increase Job Satisfaction by 0.709, assuming other variables are constant.

Correlation Coefficient Test (R)

The purpose of the correlation coefficient test is to measure how strong the relationship is between two variables.

Table 7. Correlation Coefficient Test (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	.868 ^a	.754	.751	1.955	1.846
a. Predictors: (Constant), X1, X2					
b. Dependent Variable: Y					

Source: Processed data, 2024

Based on the table above, a strong relationship between the dependent variable and the independent variable is indicated by the correlation coefficient (R) figure of 0.868

Coefficient of Determination Test (R²)

For the purpose of determining whether or not the multiple regression model is viable, the value of the coefficient of determination (R Square) can be utilized. If the adjusted R² value is low, it implies that the independent variable's ability to explain the variation of the dependent variable is limited. This is because the independent variable is a dependent variable. In accordance with the data presented in the table above, the independent variable exerts a 75.4% influence on the dependent variable. The remaining 24.6% of the influence is attributed to additional factors that were not investigated in this study. The value of the coefficient of

determination, often known as R^2 , is 0.754 which means that the influence of the independent variable on the dependent variable is 75.4%, while the remaining 24.6% is influenced by other factors not included in this study.

Hypothesis Testing

T Test

The t-test is used to determine the extent to which the independent variable has an effect on the variable that is being studied (the dependent variable). If the t count is higher than the t table, which indicates that the independent variable (X) has an effect on the dependent variable (Y), then the research hypothesis is accepted. On the other hand, if the t count is lower than the t table, which indicates that the independent variable (X) does not have any effect on the dependent variable (Y), then the hypothesis is rejected. In this particular investigation, the hypothesis is accepted if the significance value that was achieved is lower than 0.05; if it is not, the hypothesis is rejected.

Table 8. T Test

Model	Unstandardized Coefficients			T	Sig.
	B	Std. Error	Beta		
(Contant)	3.557	1.041		3.418	0,000
Work-Life Balance	.146	.065	.138	2.236	0,027
Workload	.709	.057	.761	12.367	0,000

a. Dependent Variable: Job Satisfaction

Source: Processed data, 2024

- In the table, the t-test's findings indicate that the computed t-value is 2.236. This value is higher than the t value in the table, which is 1.976. This indicates that the significance value for the relationship between the Work-Life Balance variable (X1) and Job Satisfaction (Y) is 0.027, which is less than the threshold of 0.05. This demonstrates that the work-life balance variable has a considerable influence on job satisfaction, which constitutes the basis for the approval of Hypothesis 1.
- The t-test findings in the table indicate that the significance value for the contribution of the Workload variable (X2) to Job Satisfaction (Y) is 0.000, which is less than the threshold of 0.05. This is because the estimated t value of 12.367 is greater than the t value in the table, which is 1.976. Due to the fact that this demonstrates that the workload variable has a considerable influence on job satisfaction, Hypothesis 2 is accepted.

F Test

For the objective of determining whether or not the independent factors have a simultaneous (collective) effect on the dependent variable, the F test is utilized. Based on the assumption that the independent variable exerts an influence on the dependent variable if the calculated f is higher than the table f, and that the independent variable does not exert any influence on the independent variable if the calculated f is lower than the table f, the significance threshold is established by using a value of α equal to 5%.

Table 9. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1724.217	2	862.108	225.489	0,000
Residual	562.023	147	3.823		
Total	2286.240	149			

a. Dependent Variable: Job Satisfaction

b. Predictors: (Constants), Workload (X2), Work-Life Balance (X1)

Source: Processed data, 2024

Table 4 presents the outcomes of the tests. There is a significant value (sig.) of 0.000, which is less than the threshold of 0.05, for the concurrent impact of work-life balance and workload on job satisfaction. Furthermore, compared to the F table of 2.79, the calculated F value of 225.489 is higher. Therefore, it can be said that variables X1 (work-life balance) and X2 (workload) have a significant impact on variable Y (job satisfaction) at the same time. This shows that these two factors work together to have a significant impact on job satisfaction among workers in the creative media sector on the scale of MSMEs in Samarinda. As a consequence of this, the alternative hypothesis (Ha) is accepted, while the null hypothesis (Ho) is rejected.

Discussion

The Effect of Work-Life Balance on Job Satisfaction

The study found a significant association between the variables Work-Life Balance (X1) and Job Satisfaction (Y). Work-Life Balance has a substantial impact on enhancing employee job satisfaction in the creative media industry, particularly among MSMEs in Samarinda. This is tested in numerous ways, including time balance, involvement, and contentment with adjusting work schedules. This conclusion suggests that the company's efforts to help employees achieve Work-Life Balance have a favorable impact on work satisfaction. Previous research by (Syifa Fadilla, 2022) also support of this study, suggesting that work-life balance has a significant influence on job satisfaction.

The Effect of Workload on Job Satisfaction

The study found a significant association between the variables Workload (X2) and Job Satisfaction (Y). Workload significantly contributes to increasing employee job satisfaction in the creative media industry on an MSME scale in Samarinda. This is measured through several aspects such as workplace conditions, time management, and achievement goals. This research suggests that good workload management increases employee job satisfaction. Previous research (Wati, 2024) also support of this study, demonstrating that job satisfaction is highly influenced by workload.

CONCLUSION

The purpose of this study is to evaluate how work-life balance and workload affect job satisfaction among creative media workers in Samarinda. The conversation focuses on how people feel about their professions when they must balance heavy workloads with their personal and professional lives. The findings revealed that work-life balance and workload had a substantial impact on job satisfaction. Respondents who practice effective task management and maintain a favorable work-life balance report increased job satisfaction. This shows how improved work-life balance and effective workload management can lead to increased job satisfaction. The study also revealed that although workload significantly affects job satisfaction, work-life balance remains an important factor that needs to be considered. Although there is an increase in job satisfaction with improvements in Work-Life Balance and workload management, challenges in optimal implementation still exist, especially related to employee motivation and long-term commitment. In conclusion, a comprehensive and sustainable strategy is needed to improve employee well-being and satisfaction in the creative media industry. Based on the results of this study, companies are advised to provide training to employees on the importance of managing time between work and personal life, improve facilities and welfare programs to support work-life balance, manage employee workload effectively to reduce stress and increase productivity, and pay attention to employee comfort while working and provide appropriate incentives when targets are achieved.

There are several shortcomings in this study that can be addressed in the future. Only 150 employees were able to participate in this study. In order to obtain results that can be applied more widely, future studies can increase the sample size and geographical coverage. In addition, workload and work-life balance are the main topics of this study. Additional characteristics that can affect job satisfaction include company culture, leadership style, and other external influences. In order for future studies to adopt qualitative techniques to better understand how employees view workload and work-life balance, this study takes a quantitative approach. It is intended that by following these guidelines, future studies will be able to provide a more comprehensive understanding of the elements that affect employee job satisfaction.

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