

ABSTRAK

Flexible Working Hours berpengaruh penting bagi perusahaan dan karyawan, dalam kasus ini yaitu *salesperson* Ray White cabang Surabaya bagian Barat. Namun, permasalahannya adalah apakah *Flexible Working Hours* telah memberikan kontribusi secara optimal sehingga dapat mendorong *Salesperson Performance*. Penelitian ini berfokus pada bagaimana *Flexible Working Hours* dapat meningkatkan *Work-Life Balance* pada *salesperson* yang kemudian dapat meningkatkan *Salesperson Performance*. Variabel-variabel yang digunakan dalam penelitian ini adalah *Flexible Working Hours*, *Work-Life Balance*, dan *Salesperson Performance*. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuesioner dan metode *PLS*. Responden dari penelitian ini adalah *salesperson* di 6 cabang kantor Ray White di Surabaya Barat sebanyak 53 orang.

Hasil penelitian ini menunjukkan bahwa *Salesperson Performance* dan *Work-Life Balance* akan meningkat ketika *Flexible Working Hours* diterapkan. Sedangkan *Work-Life Balance* dapat memediasi pengaruh hubungan *Flexible Working Hours* terhadap *Salesperson Performance*.

Kata kunci: *Flexible Working Hours, Work-Life Balance, Salesperson Performance, PLS*

ABSTRACT

Flexible Working Hours has an important effect on companies and employees, in this case the Ray White salesperson of the West Surabaya branch. However, the problem is whether Flexible Working Hours have optimally contributed so as to encourage Salesperson Performance. This research focuses on how Flexible Working Hours can increase Work-Life Balance in salespersons which can then increase Salesperson Performance. The variables used in this study are Flexible Working Hours, Work-Life Balance, and Salesperson Performance. This research uses a quantitative approach using a questionnaire and PLS method. The respondents of this study were 53 salespeople in 6 Ray White offices in West Surabaya.

The results of this study indicate that Salesperson Performance and Work-Life Balance will increase when Flexible Working Hours are applied. Whereas Work-Life Balance can mediate the effect of the Flexible Working Hours relationship on Salesperson Performance.

Keywords: Flexible Working Hours, Work-Life Balance, Salesperson Performance, PLS