

The Influence of Work-Life Balance and Work Motivation on Quality of Work Life Among Single Mothers Employed in Multinational PR Agencies in South Jakarta

Asrini Mahdia
Gunadarma University

Article History

Received : 28 April 2025
Revised : 04 May 2025
Accepted : 06 May 2025
Published : 08 May 2025

Corresponding author*:

jpsikologi@gunadarma.ac.id

Cite This Article:

Asrini Mahdia. (2025). The Influence of Work-Life Balance and Work Motivation on Quality of Work Life Among Single Mothers Employed in Multinational PR Agencies in South Jakarta. *Jurnal Sosial Humaniora Dan Pendidikan*, 4(1), 78–82.

DOI:

<https://doi.org/10.56127/jushpen.v4i1.2034>

Abstract: This study aims to determine the influence of work-life balance and work motivation on the quality of work life (QWL) among single mothers working in multinational Public Relations (PR) agencies in South Jakarta. The participants were 20 single working mothers who had been employed for over one year, selected through purposive sampling. A quantitative correlational approach was employed using Likert-scale questionnaires. Pearson correlation and multiple regression analysis revealed that both work-life balance and work motivation were positively and significantly correlated with quality of work life. These findings suggest that a better balance between work and personal life and stronger work motivation contribute to a higher quality of work life for single mothers in high-pressure professional settings.

Keywords: work-life balance, work motivation, quality of work life, single mothers, public relations

INTRODUCTION

The increasing participation of women in the workforce has brought attention to the unique challenges faced by single mothers. For single mothers working in demanding environments such as multinational Public Relations (PR) agencies, managing work responsibilities while fulfilling parenting duties presents complex issues. In South Jakarta, a growing number of single mothers are taking on professional roles in such organizations, making it vital to investigate the dynamics influencing their job satisfaction and well-being. Work-life balance (WLB) refers to the equilibrium between professional obligations and personal life (Byron, 2005; Frone, 2003). Work motivation is defined as the internal and external forces that initiate work-related behavior (Ryan & Deci, 2000). Quality of work life (QWL) encompasses an employee's satisfaction with their job, environment, and balance between personal and professional life (Sirgy et al., 2001).

This study focuses on single mothers in South Jakarta who have been employed in multinational PR agencies for more than one year. These women face distinct pressures, often working in fast-paced, client-driven industries that demand flexibility, resilience, and strong organizational support. By understanding the influence of WLB and motivation on their QWL, this research provides insights for both policy and practice in improving workforce conditions.

Previous studies have underscored the role of cognitive and emotional engagement in educational and professional outcomes. For example, Saido et al. (2016) emphasized

the importance of higher-order thinking skills in learning contexts, which parallels the need for strategic thinking, problem-solving, and adaptability in high-demand professional environments like PR. These skills are especially crucial for single mothers balancing complex work and personal roles, further reinforcing the need to explore work-life balance and motivation as contributing factors to quality of work life.

Research problem: Do work-life balance and work motivation significantly influence quality of work life among single mothers working in multinational PR agencies?

Research objective: To examine the effect of work-life balance and work motivation on the quality of work life in single mothers employed in multinational PR agencies.

RESEARCH METHOD

Design and Participants

A quantitative correlational design was adopted. The study involved 20 single mothers working in multinational PR agencies in South Jakarta who had been employed for more than one year. Participants were selected using purposive sampling to ensure that only qualified respondents who met the criteria were included.

Instruments

Three instruments were used: (1) Work-Life Balance Scale adapted from Fisher et al. (2009), consisting of 10 items; (2) Herzberg's work motivation-hygiene theory, with 10 items, was adapted from a scale developed based on Herzberg's two-factor theory (Yusoff, Kian, & Idris, 2013); and (3) Quality of Work Life Scale adapted from Walton (1973) and operationalized by Sirgy et al. (2001) consists of 12 items.

All items used a 5-point Likert scale. Reliability and validity tests were conducted, with Cronbach's Alpha values exceeding 0.70 and item-total correlations above 0.30.

Procedure and Analysis

Data were collected through online questionnaires. SPSS was used to conduct descriptive statistics, Pearson correlation analysis, and multiple regression analysis to test the hypotheses.

RESULTS

Descriptive Statistics

- Mean score of work-life balance: 3.8
 - Mean score of work motivation: 4.1
 - Mean score of quality of work life: 3.9
- Correlation Analysis
- Work-life balance and QWL: $r = .652$, $p < .01$
 - Work motivation and QWL: $r = .701$, $p < .01$

Multiple Regression Analysis

- $R^2 = 0.61$, indicating that 61% of the variance in QWL is explained by work-life balance and work motivation.
- Both predictors were statistically significant ($p < .01$), suggesting that each contributes positively to QWL among the sample group.

Analysis

The study analyzed data from 20 single mothers working in multinational PR agencies in South Jakarta with more than one year of work experience. The results are presented in four tables below.

Table 1. Descriptive Statistics

Variable	Mean	Standard Deviation	N
Work-Life Balance	3.80	0.52	20
Work Motivation	4.10	0.45	20
Quality of Work Life	3.90	0.48	20

Table 1 shows that participants reported a moderately high level of work-life balance and high work motivation. The mean quality of work life also reflects a favorable perception among the respondents.

Table 2. Pearson Correlation Matrix

Variable	Work-Life Balance	Work Motivation	Quality of Work Life
Work-Life Balance	1.00	.432	.652**
Work Motivation	.432	1.00	.701**
Quality of Work Life	.652**	.701**	1.00

Note: Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 2, there is a strong positive correlation between work-life balance and quality of work life ($r = .652, p < .01$), and between work motivation and quality of work life ($r = .701, p < .01$).

Table 3. Multiple Regression Analysis

Predictor	B	SE B	Beta	p-value
Work-Life Balance	0.38	0.12	.42	<.01
Work Motivation	0.47	0.13	.51	<.01
(Constant)	1.15	0.35	-	<.01

Both predictors significantly contributed to the model. Work motivation had a slightly stronger influence on quality of work life compared to work-life balance.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square
1	.781	.610	.585

The regression model explains 61% of the variance in quality of work life ($R^2 = .610$), indicating a strong model fit.

DISCUSSION

The results of this study provide empirical evidence that both work-life balance and work motivation significantly influence the quality of work life among single mothers in high-pressure professional environments such as multinational PR agencies.

The significant positive correlation between work-life balance and QWL supports the notion that the ability to manage time and energy between professional and personal life is vital for well-being. Single mothers, especially those in demanding corporate roles, rely on supportive work structures to manage dual responsibilities effectively.

Similarly, work motivation emerged as a strong predictor of QWL. Motivated employees are more engaged, productive, and satisfied with their roles, factors that contribute directly to a better experience at work.

The regression analysis showed that both predictors together explained 61% of the variance in quality of work life, confirming their critical role in shaping workplace experiences. These findings align with prior literature by Byron (2005) and Sirgy et al. (2001), which emphasized the importance of psychosocial and motivational factors in enhancing work life.

The findings of this study align with prior research on cognitive and motivational factors in professional settings. Saïdo et al. (2016) highlighted how higher-order thinking contributes to performance and engagement in learning environments, which can be extended to professional domains where employees must navigate competing demands. For single mothers in PR, such cognitive engagement is not only a job requirement but also a survival skill, suggesting that strategies fostering critical thinking and motivation may improve overall work-life quality.

CONCLUSION

This study concludes that work-life balance and work motivation significantly and positively affect the quality of work life among single mothers employed in multinational PR agencies in South Jakarta. Organizations should consider implementing flexible work policies and enhancing intrinsic motivational strategies to improve employee satisfaction and retention among this demographic.

Practical implications: Companies should prioritize flexible scheduling, parental support, and motivation-enhancing strategies such as career development opportunities and recognition systems tailored for single mothers.

REFERENCES

- Byron, K. (2005). A meta-analytic review of work–family conflict and its antecedents. *Journal of Vocational Behavior*, 67(2), 169–198. <https://doi.org/10.1016/j.jvb.2004.08.009>
- Fisher, G. G., Bulger, C. A., & Smith, C. S. (2009). Beyond work and family: A measure of work/nonwork interference and enhancement. *Journal of Occupational Health Psychology*, 14(4), 441–456. <https://doi.org/10.1037/a0016737>
- Frone, M. R. (2003). Work–family balance. In J. C. Quick & L. E. Tetrick (Eds.), *Handbook of Occupational Health Psychology* (pp. 143–162). American Psychological Association. <https://doi.org/10.1037/10474-007>
- Kossek, E. E., & Ozeki, C. (1998). Work–family conflict, policies, and the job–life satisfaction relationship: A review and directions for organizational behavior–human resources research. *Journal of Applied Psychology*, 83(2), 139–149. <https://doi.org/10.1037/0021-9010.83.2.139>

- Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemporary Educational Psychology*, 25(1), 54–67. <https://doi.org/10.1006/ceps.1999.1020>
- Saido, G. M., Siraj, S., Nordin, A. B., & Al-Amedy, O. S. (2016). Higher Order Thinking Skills among Secondary School Students in Science Learning. *American Journal of Educational Research*, 4(20), 1816–1819. Retrieved from <https://pubs.sciepub.com/education/4/20/3/index.html>
- Sirgy, M. J., Efraty, D., Siegel, P., & Lee, D. J. (2001). A new measure of quality of work life (QWL) based on need satisfaction and spillover theories. *Social Indicators Research*, 55(3), 241–302. <https://doi.org/10.1023/A:1010986923468>
- Yusoff, W. F. W., Kian, T. S., & Idris, M. T. M. (2013). Herzberg’s two-factor theory on work motivation: Does it work for today’s environment? *Global Journal of Commerce & Management Perspective*, 2(5), 18–22. Retrieved from <https://www.academia.edu/7030936>.