



HOW CAN WE INCREASE GARMENT COMPETITIVENESS? A CRITICAL OUTLOOK ON EMPLOYEE WELFARE

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ABSTRACT

Garment industry was one of the main contributors to Indonesia's GDP. However, their performance has been declined in the last 13 years. This study captures the influence of the human resource management strategy's roles to raise Indonesian garment performance. It is very important to explore that work life balance of the garment workers can lead to job satisfaction and life satisfaction. Once workers have higher work motivation, they will give their best performance to their company which eventually will lead to higher company performance. The aim of this study is trying to assess the impact of the life satisfaction, job satisfaction and asset toward turn over intention of garment workers. This research is based on quantitative study of 3691 garment workers in Central Java, West Java, DI Yogyakarta, DKI Jakarta and Banten. Result of this study showed that work life balance could increase life satisfaction and job satisfaction of workers. Interestingly, working condition (health condition and compensation) and asset have a significant influence in work life balance. Thus, turnover intention could be reduced by the improvement of work life balance. Nevertheless, company should be cautious that high working hours (as the dimension of the working conditions) could reduce work life balance of workers.

Keywords: asset, compensation, garment industry, health condition, job satisfaction, life satisfaction, strategy, turnover intention, working hours, work-life balance

