

ABSTRACT

This study aims to analyze the influence of employee well-being and employee performance on sustainable growth at Bank Rakyat Indonesia (BRI), particularly among Millennial and Generation Z employees in the context of digital transformation. This research adopts a qualitative exploratory approach, using in-depth interviews, documentation, and observation to understand employees' perceptions and experiences holistically. The findings indicate that employee well-being is perceived as a comprehensive condition emphasizing psychological well-being, mental health, and work-life balance. The implementation of well-being initiatives at BRI has been supported by digital systems and development programs; however, it faces challenges such as increased workload and blurred boundaries between work and personal life due to digitalization. Employee well-being is found to have a significant impact on employee performance. Employees with higher levels of well-being demonstrate better motivation, focus, and productivity, as well as a stronger ability to manage work-related stress. Conversely, poor well-being leads to decreased performance quality. Furthermore, employee well-being and performance are identified as key foundations for achieving sustainable organizational growth. Well-being enhances employee loyalty, engagement, and adaptability to change. Therefore, integrating well-being policies into human resource strategies is essential to maintain BRI's competitiveness and long-term sustainability.

Keywords: *employee well-being, employee performance, sustainable growth.*

