

Abstract

ROLE OF CORPORATE CULTURE TO *TURNOVER INTENTION*: *PERSON-ORGANIZATION FIT* AS MEDIATOR AND PERCEPTION OF EMPLOYEE TO JOB OPPURTUNITY AS MODERATOR

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This study was conducted to determine the role of corporate culture on turnover intention is mediated by Person-Organization Fit (P-O Fit) and moderated by Employee Perceptions of the Job Opportunity (PKPK). The study was conducted by taking samples of PT. R, a manufacturing company in the field of cosmetics, pharmaceuticals and medical devices. In this research, there are four variables were measured and investigated the relationship, namely the Corporate Culture, P-O Fit, PKPK and turnover intention. This study took samples of 221 employees of PT. R as research subjects. P-O Fit serves as mediation, to see how fit between employees and the company and how employees perceive about the culture of the company they work. PKPK variable as external factors that may affect the role of the corporate culture of the turnover intention was also examined as a moderator in this relationship. The results showed that P-O Fit role as mediation ($t = -6.02$) that shown, P-O Fit is able to strengthen the direct role of corporate culture on turnover intention ($t = -3.54$). This research also shows that by using application Lisrel and SPSS, then PKPK role as moderator ($t = -2.83$). Corporate culture, P-O Fit and PKPK have a significant and negative correlation ($t > 1.98$) on turnover intention

Keywords: *Corporate Culture, Person- Organization Fit (P-O Fit), Perceptions of Employee to Job Opportunity and Turnover Intention.*