

ABSTRACT

This study aims to analyze the influence of person-job fit and person-organization fit on innovative work behavior in the workplace, with organizational citizenship behavior (OCB) as a mediating variable. Person-job fit and person-organization fit are used as independent variables, innovative work behavior as the dependent variable, and organizational citizenship behavior as the mediating (mediasi) variable.

The population in this study consists of all permanent employees of PT Bukit Makmur Mandiri Utama (BUMA) Jobsite GEO-AJE, amounting 1,852 individuals as of November 2024. The sample size was determined using a 5% margin of error, resulting in 330 respondents selected through proportionate stratified random sampling. Data were collected through a questionnaire and analyzed using Structural Equation Modeling (SEM) using SmartPLS 4.0 programs.

The results indicate that both person-job fit and person-organization fit have a positive and significant effect on innovative work behavior only when mediated by employees' organizational citizenship behavior (OCB).

Keywords: Person-Job Fit, OCB, Innovative Work Behavior

