

ABSTRACT

The biggest challenges faced by companies nowadays are extracting, retaining and developing their employees. Many companies are worried about the low intention to stay longer in the company, especially for the millennial generation. That's why a company have to find a solution to overcome these problems, by paying attention to the compatibility between employees and their organization (person organization fit). Person Organization Fit is considered to be able to create a sense of comfort and a desire to survive in a company. The purpose of this study was to determine and analyze the effect of person organization fit on intention to stay and electronic word of mouth with job satisfaction as an intervening variable.

The data used in this study were primary and secondary data. The secondary data was obtained from various sources (journals, books, and data from companies), while the primary data was obtained by distributing questionnaires. The questionnaire was distributed to 61 employees of PT Karya Mina Putra (Persero) Rembang with a purposive sampling method. To find out the path coefficient, as well as the direct or indirect effect of exogenous variables on endogenous variables, Partial Least Square is used with the help of SmartPLS 3.0 software as a data analysis technique.

The results of this study indicate that person organization fit has a positive and significant effect on job satisfaction, intention to stay, and electronic word of mouth. Job satisfaction also has a positive and significant effect on intention to stay and electronic word of mouth. In addition, job satisfaction has also been shown to mediate the relationship between person organization fit on intention to stay and electronic word of mouth.

Keywords: person organization fit, job satisfaction, intention to stay, electronic word of mouth, Partial Least Squares.