

ABSTRACT

In the era of revolution 4.0, global competition is getting tougher, every business organization is required to increase excellence in winning the competition. An organization is required to be superior to its competitors. PT XYZ is a company engaged in the manufacturing industry. Based on the results of interviews conducted within 4 months there was a very high employee turnover rate. The turnover rate in the last 3 years exceeds the average safe limit for employee turnover. The turnover rate is above 10%. Where in 2019 the turnover rate that occurred was 49%, then in 2020 it decreased by 14% and again in 2021 it increased by a percentage of 37%. Companies must understand what causes turnover. The role of HR management in the company is needed by the company to overcome this phenomenon. From the results of the interviews conducted, there are 2 factors that can be concluded, namely the career development and organizational culture applied by the company. And employees still don't feel satisfied when they work at the company.

The data in this study were obtained by interviewing and distributing questionnaire data to 140 respondents who are employees of PT XYZ Bandung. The data that has been processed is analyzed using descriptive analysis techniques, outer models, and inner models using the Smart PLS-3 application. The purpose of this research is to find out how career development exists in PT XYZ employees, find out how the organizational culture applied by the company and exists in PT XYZ employees, as well as employee job satisfaction at PT XYZ, find out the turnover intention that occurs at PT XYZ, and find out how the influence of career development, organizational culture on job satisfaction and its impact on turnover intention at PT XYZ.

Based on descriptive analysis, it is found that career development variables are in the good category, organizational culture is in the strong category, job satisfaction is in the moderately high category, and turnover intention is in the high category. Based on the results of hypothesis testing, the results show that partially career development has a significant effect on job satisfaction, organizational

culture has a significant effect on job satisfaction, career development has a significant effect on turnover intention, organizational culture has a significant effect on turnover intention and job satisfaction has a significant effect on turnover intention. The coefficient of determination using R² shows an influence of 90.2% of career development and organizational culture on job satisfaction, then an influence of 42% of career development and organizational culture on turnover intention.

Keywords: Career Development, Organizational Culture, Job Satisfaction, Turnover Intention