

ABSTRACT

The construction services industry in Indonesia has experienced significant growth, with its contribution to the Gross Domestic Product (GDP) reaching approximately 10.5% in 2021. However, alongside this development, the industry is facing increasing challenges, including demands for efficiency and accountability. The rise in the number and quality of planning consultants reflects the growing need for expertise in designing and managing construction projects. Nevertheless, PT XYZ is encountering difficulties in achieving revenue targets and project numbers. Factors such as digital culture, Person-Organization Fit (P-O Fit), and turnover intention significantly influence employee performance at PT XYZ, which is the primary focus of this research.

In this study, the population under investigation comprises all 275 employees of PT XYZ. Data collection was conducted using census techniques and questionnaires to explore the relationships between digital culture, P-O Fit, turnover intention, and employee performance. Results from the data analysis using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) indicate a positive and significant impact of digital culture on P-O Fit, employee performance, and turnover intention. These findings underscore the importance of integrating digital culture within the organizational context to enhance employee performance. Additionally, P-O Fit has been shown to positively and significantly influence employee performance and turnover intention, highlighting the importance of individual alignment with organizational values and culture in achieving common goals. The study reveals that turnover intention has a significant impact on employee performance, and there is a mediating relationship between digital culture, P-O Fit, and turnover intention in influencing employee performance. Research recommendations include the necessity for PT XYZ to map out its digital culture, integrate digital competencies into career development programs, and design recruitment strategies that focus on improving employee retention. By understanding these dynamics, PT XYZ can enhance employee performance, reduce turnover, and strengthen its position in the competitive construction industry.

Keywords: digital culture, person-organization fit, turnover intention, employee performance, planning consultant