

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digitalisasi kerja, kepemimpinan transformasional, dan motivasi kerja terhadap kinerja pegawai melalui komunikasi organisasi pada Dinas Sosial Kabupaten Jember. Penelitian ini dilatarbelakangi oleh pentingnya peningkatan kinerja pegawai dalam mendukung pelayanan publik yang efektif, efisien, dan responsif di era digital. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian eksplanatori. Data dikumpulkan melalui kuesioner dari pegawai Dinas Sosial Kabupaten Jember. Alat analisis yang digunakan adalah Partial Least Square (PLS) dengan bantuan perangkat lunak SmartPLS, sedangkan metode pengujiannya meliputi uji validitas, uji reliabilitas, uji model pengukuran (outer model), uji model struktural (inner model), dan uji hipotesis untuk mengetahui pengaruh langsung maupun tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa digitalisasi kerja berpengaruh positif dan signifikan terhadap kinerja pegawai, kepemimpinan transformasional berpengaruh positif dan signifikan terhadap kinerja pegawai, dan motivasi kerja berpengaruh positif dan signifikan terhadap kinerja pegawai. Selain itu, digitalisasi kerja, kepemimpinan transformasional, dan motivasi kerja juga berpengaruh positif dan signifikan terhadap komunikasi organisasi. Komunikasi organisasi terbukti berpengaruh positif dan signifikan terhadap kinerja pegawai, serta mampu memediasi pengaruh digitalisasi kerja, kepemimpinan transformasional, dan motivasi kerja terhadap kinerja pegawai. Dengan demikian, penguatan digitalisasi kerja, penerapan kepemimpinan transformasional, peningkatan motivasi kerja, dan perbaikan komunikasi organisasi menjadi langkah penting untuk meningkatkan kinerja pegawai di Dinas Sosial Kabupaten Jember.

Kata kunci: digitalisasi kerja, kepemimpinan transformasional, motivasi kerja, komunikasi organisasi, kinerja pegawai

ABSTRAK

This study aims to analyze the influence of work digitalization, transformational leadership, and work motivation on employee performance through organizational communication at the Jember Regency Social Service. This research is motivated by the importance of improving employee performance in supporting effective, efficient, and responsive public services in the digital era. The research method used is a quantitative approach with an explanatory research type. Data was collected through questionnaires from employees of the Jember Regency Social Service. The analysis tool used is Partial Least Square (PLS) with the help of SmartPLS software, while the test methods include validity tests, reliability tests, measurement model tests (outer models), structural model tests (inner models), and hypothesis tests to determine the direct or indirect influence between variables. The results of the study show that work digitalization has a positive and significant effect on employee performance, transformational leadership has a positive and significant effect on employee performance, and work motivation has a positive and significant effect on employee performance. In addition, work digitalization, transformational leadership, and work motivation also have a positive and significant effect on organizational communication. Organizational communication has been proven to have a positive and significant effect on employee performance, and is able to mediate the influence of work digitalization, transformational leadership, and work motivation on employee performance. Thus, strengthening work digitalization, implementing transformational leadership, increasing work motivation, and improving organizational communication are important steps to improve employee performance at the Jember Regency Social Service.

Keywords: work digitalization, transformational leadership, work motivation, organizational communication, employee performance