ABSTRAK

perkembangan teknologi informasi yang mendorong transformasi digital dalam penyelenggaraan pelayanan publik di lingkungan pemerintahan. Perubahan tersebut menuntut pegawai untuk memiliki kesiapan teknologi, kemampuan beradaptasi, serta kompetensi digital yang memadai agar mampu memberikan pelayanan yang efektif dan berkualitas. Penelitian ini bertujuan untuk menganalisis pengaruh *Technology Readiness*, pengalaman kerja, dan pelatihan teknologi terhadap kinerja pegawai melalui kompetensi digital pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Jember. Penelitian ini dilatarbelakangi oleh pentingnya kesiapan pegawai dalam menghadapi transformasi digital pelayanan publik yang menuntut kemampuan adaptasi terhadap teknologi, pengalaman kerja yang memadai, serta pelatihan yang relevan agar mampu meningkatkan kompetensi digital dan kinerja pegawai secara optimal. Metode penelitian yang digunakan adalah kuantitatif dengan jumlah sampel sebanyak 99 responden. Data dianalisis menggunakan SmartPLS untuk menguji hubungan langsung maupun tidak langsung antarvariabel penelitian. Hasil penelitian menunjukkan bahwa *Technology Readiness*, pengalaman kerja, dan pelatihan teknologi berpengaruh signifikan terhadap kinerja pegawai, baik secara langsung maupun melalui kompetensi digital sebagai variabel intervening. Kompetensi digital juga terbukti berpengaruh signifikan terhadap kinerja pegawai. Temuan ini menunjukkan bahwa semakin tinggi kesiapan teknologi, pengalaman kerja, dan kualitas pelatihan teknologi, maka semakin baik pula kompetensi digital dan kinerja pegawai yang dihasilkan. Penelitian ini memberikan implikasi bahwa peningkatan kualitas sumber daya manusia melalui penguatan kesiapan teknologi, pengalaman, pelatihan, dan kompetensi digital sangat penting dalam mendukung efektivitas pelayanan publik berbasis digital di lingkungan pemerintah daerah.

Kata kunci: *Technology Readiness*, pengalaman kerja, pelatihan teknologi, kompetensi digital, kinerja pegawai.

ABSTRACT

The development of information technology is driving a digital transformation in the delivery of public services within government institutions. This shift requires employees to possess technological readiness, adaptability, and sufficient digital competence to provide effective, high-quality services. This study aims to analyze the influence of Technology Readiness, work experience, and technology training on employee performance through digital competencies at the Jember Regency Investment and One-Stop Integrated Services Office (DPMPTSP). This research is motivated by the importance of employee readiness in facing the digital transformation of public services which requires the ability to adapt to technology, adequate work experience, and relevant training in order to be able to improve digital competence and optimal employee performance. The research method used was quantitative with a sample of 99 respondents. Data were analyzed using SmartPLS to test the direct and indirect relationship between the research variables. The results of the study show that Technology Readiness, work experience, and technology training have a significant effect on employee performance, both directly and through digital competence as an intervening variable. Digital competence has also been proven to have a significant effect on employee performance. These findings show that the higher the technological readiness, work experience, and quality of technology training, the better the digital competence and employee performance produced. This research provides the implication that improving the quality of human resources through strengthening technological readiness, experience, training, and digital competence is very important in supporting the effectiveness of digital-based public services in the local government environment.

Keywords: Technology Readiness, work experience, technology training, digital competence, employee performance.