

ABSTRAK

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DETERMINAN KINERJA KARYAWAN DI ERA DIGITAL: ANALISIS INTEGRASI FAKTOR TRANSFORMASI DIGITAL, PEMBERDAYAAN PSIKOLOGIS, DAN MOTIVASI KERJA

Penelitian ini bertujuan untuk menganalisis determinan kinerja karyawan di era digital dengan menekankan peran mediasi *psychological empowerment* dalam hubungan antara *digital transformation*, *responsibility*, *training and development* terhadap *job performance*. Objek penelitian adalah PT XYZ, perusahaan jasa konsultan di bidang Finance, Accounting, Tax, dan Legal Corporate yang sedang menjalani *digital transformation*. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan Partial Least Squares Structural Equation Modeling (PLS-SEM). Data dikumpulkan dari 106 responden melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa *responsibility* berpengaruh positif dan signifikan terhadap *psychological empowerment*, sedangkan *digital transformation* dan *training & development* tidak menunjukkan pengaruh langsung yang signifikan. *Psychological empowerment* memiliki pengaruh positif dan signifikan terhadap *job performance*. Dari sisi mediasi, hanya *psychological empowerment* yang memediasi secara signifikan pengaruh *responsibility* terhadap *job performance*. Sementara itu, pengaruh tidak langsung dari *digital transformation* dan *training & development* terhadap *job performance* melalui *psychological empowerment* tidak terbukti signifikan. Temuan ini menekankan pentingnya pemberdayaan psikologis sebagai mekanisme kunci dalam meningkatkan kinerja karyawan, terutama melalui penguatan tanggung jawab.

Kata kunci: *digital transformation*, *responsibility*, *training and development*, *psychological empowerment*, *job performance*.

ABSTRACT

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This study aims to analyze the determinants of employee performance in the digital era by emphasizing the mediating role of psychological empowerment in the relationship between digital transformation, responsibility, and training & development on employee performance. The research object is PT XYZ, a consulting firm in the fields of Finance, Accounting, Tax, and Legal Corporate that is undergoing digital transformation. A quantitative research method was employed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Data were collected from 106 respondents through a questionnaire that was tested for validity and reliability. The findings reveal that responsibility has a positive and significant effect on psychological empowerment, while digital transformation and training & development do not show significant direct effects. Psychological empowerment significantly influences job performance. As for mediation, psychological empowerment significantly mediates the effect of responsibility on job performance. However, the indirect effects of digital transformation and training & development on job performance through psychological empowerment are not significant. These results highlight the crucial role of psychological empowerment, particularly through strengthened responsibility, in enhancing employee performance.

Keywords: digital transformation, responsibility, training and development, psychological empowerment, job performance.