

ABSTRAK

Kinerja karyawan pada PT. INTI (Persero) merupakan salah satu aspek penting dalam pencapaian tujuan organisasi yang dipengaruhi oleh pengembangan karir, kepemimpinan digital, dan komitmen organisasi. Penelitian ini bertujuan untuk menganalisis pengaruh pengembangan karir dan kepemimpinan digital terhadap komitmen organisasi serta pengaruh komitmen organisasi terhadap kinerja karyawan, termasuk peran komitmen organisasi sebagai variabel mediasi pada PT. INTI (Persero). Metode yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan metode sampling jenuh, dengan jumlah sampel sebanyak 66 karyawan dari 66 populasi. Analisis data yang digunakan adalah Method of Successive Interval (MSI), analisis jalur (Path Analysis), analisis korelasi, koefisien determinasi, serta uji hipotesis menggunakan uji F dan uji t. Hasil penelitian menunjukkan bahwa pengembangan karir dan kepemimpinan digital berpengaruh positif dan signifikan terhadap komitmen organisasi secara parsial maupun simultan, dengan kontribusi secara simultan sebesar 36,7%. Komitmen organisasi berpengaruh positif dan signifikan terhadap kinerja karyawan dengan kontribusi sebesar 39,2%. Selain itu, komitmen organisasi mampu memediasi pengaruh pengembangan karir terhadap kinerja karyawan sebesar 24,2% dan pengaruh kepemimpinan digital terhadap kinerja karyawan sebesar 23,2%. Temuan ini memiliki implikasi penting bagi PT. INTI (Persero) untuk meningkatkan pengembangan karir dan penerapan kepemimpinan digital serta memperkuat komitmen organisasi sebagai upaya meningkatkan kinerja karyawan.

Kata Kunci: Pengembangan Karir, Kepemimpinan Digital, Kinerja Karyawan, Komitmen Organisasi

ABSTRACT

Employee performance at PT. INTI (Persero) is an important aspect in achieving organizational goals, which is influenced by career development, digital leadership, and organizational commitment. This study aims to analyze the effect of career development and digital leadership on organizational commitment and the effect of organizational commitment on employee performance, including the role of organizational commitment as a mediating variable at PT. INTI (Persero). This study employed a quantitative method with a descriptive and verificative approach. The sampling technique used was non-probability sampling with a saturated sampling method, involving 66 employees from a population of 66 employees. The data analysis techniques used included the Method of Successive Interval (MSI), path analysis, correlation analysis, coefficient of determination, and hypothesis testing using the F-test and t-test. The results showed that career development and digital leadership had a positive and significant effect on organizational commitment, both partially and simultaneously, with a simultaneous contribution of 36.7%. Organizational commitment had a positive and significant effect on employee performance, with a contribution of 39.2%. Furthermore, organizational commitment was able to mediate the effect of career development on employee performance by 24.2% and the effect of digital leadership on employee performance by 23.2%. These findings have important implications for PT. INTI (Persero) in improving career development and implementing digital leadership while strengthening organizational commitment as an effort to improve employee performance.

Keywords: *Career Development, Digital Leadership, Employee Engangement, Organizational Commitment*