

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Data-Driven Culture* dan *Data Literacy Skills* terhadap *Decision-Making Performance* dengan *Business Analytics Capabilities* sebagai variabel mediasi pada penjual di *marketplace* Shopee. Metode yang digunakan adalah kuantitatif dengan pendekatan *Structural Equation Modeling-Partial Least Square* (SEM-PLS) melalui SmartPLS terhadap 40 responden penjual di *marketplace* Shopee. Hasil penelitian menunjukkan bahwa *Data-Driven Culture* dan *Data Literacy Skills* berpengaruh positif signifikan terhadap *Business Analytics Capabilities*, serta *Business Analytics Capabilities* berpengaruh positif signifikan terhadap *Decision-Making Performance*. Namun, pengaruh langsung *Data-Driven Culture* dan *Data Literacy Skills* terhadap *Decision-Making Performance* tidak signifikan. *Business Analytics Capabilities* terbukti memediasi penuh pengaruh *Data-Driven Culture*, namun tidak memediasi pengaruh *Data Literacy Skills* terhadap *Decision-Making Performance*.

Kata Kunci: *Data-Driven Culture, Data Literacy Skills, Business Analytics Capabilities, Decision-Making Performance*

ABSTRACT

This study aims to analyze the influence of Data-Driven Culture and Data Literacy Skills on Decision-Making Performance, with Business Analytics Capabilities as a mediating variable, among sellers on the Shopee marketplace. The method used is quantitative, employing a Structural Equation Modeling-Partial Least Square (SEM-PLS) approach through SmartPLS, involving 40 seller respondents on the Shopee marketplace. The results show that Data-Driven Culture and Data Literacy Skills have a significant positive effect on Business Analytics Capabilities, and Business Analytics Capabilities has a significant positive effect on Decision-Making Performance. However, the direct effects of Data-Driven Culture and Data Literacy Skills on Decision-Making Performance are not significant. Business Analytics Capabilities is proven to fully mediate the effect of Data-Driven Culture, but does not mediate the effect of Data Literacy Skills on Decision-Making Performance.

Keywords: *Data-Driven Culture, Data Literacy Skills, Business Analytics Capabilities, Decision-Making Performance*