

Peran Moderasi Employees' Affective Commitment to Change terhadap Hubungan Digital Leadership dan Transformasi Digital pada PT X = The Moderating Role of Employees' Affective Commitment to Change on The Relationship Between Digital Leadership and Digital Transformation at PT X

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Abstrak

Pada era Industri 4.0, PT X dituntut untuk beradaptasi dengan perubahan teknologi sehingga mampu bersaing dengan kompetitor dan mempertahankan keberlangsungan bisnis. Oleh karena itu, perlu adanya transformasi digital sebagai langkah strategis untuk beradaptasi terhadap perubahan lingkungan dan menjawab tantangan pasar di era digital. Tujuan penelitian ini adalah untuk mengetahui peran moderasi employees' affective commitment to change dalam hubungan antara digital leadership dan transformasi digital. Penelitian ini menggunakan desain non-eksperimen cross-sectional melalui survei online dengan teknik convenience sampling untuk mendapatkan partisipan. Jumlah partisipan sebanyak 335 orang karyawan tetap PT X dengan masa kerja minimal satu tahun dan memiliki atasan langsung. Data dianalisis menggunakan analisis regresi moderasi Hayes Macro PROCESS model 1. Hasil penelitian menunjukkan bahwa employees' affective commitment to change memoderasi positif hubungan antara digital leadership dan transformasi digital ($b = 0,160$, 95% CI [0,050, 0,270], $t = 2,849$, $p < 0,01$). Temuan ini mengungkapkan bahwa dalam konteks change management, keberhasilan transformasi digital dapat dicapai apabila terdapat interaksi antara digital leadership sebagai faktor transformasional dan employees' affective commitment to change sebagai faktor transaksional pada PT X. Hasil penelitian ini dapat menjadi pedoman PT X untuk lebih fokus terhadap upaya peningkatan employees' affective commitment to change dan pengembangan digital leadership para pemimpin dalam upaya mewujudkan keberhasilan dan keberlanjutan transformasi digital.

.....In the era of Industry 4.0, PT X is required to adapt to technological changes to remain competitive with its competitor and maintain its business continuity. Therefore, digital transformation is essential as a strategic step to adapt to environmental changes and address market challenges in the digital era. The purpose of this study is to determine the moderating role of employees' affective commitment to change in the relationship between digital leadership and digital transformation. This study uses a cross-sectional non-experimental design through an online survey with convenience sampling technique. The number of participants was 335 permanent employees of PT X with at least one year of work experience and having supervisor. The data were analysed using Hayes Macro PROCESS model 1 moderation regression analysis. The results showed that employees' affective commitment to change has a positive moderating effect on the relationship between digital leadership and digital transformation digital ($b = 0,160$, 95% CI [0,050, 0,270], $t = 2,849$, $p < 0,01$). These findings reveal that in the context of change management, the success of digital transformation at PT X can be achieved through the interaction between digital leadership as a transformational factor and employees' affective commitment to change as a transactional factor. This study provides valuable insights for organizations to focus on enhancing employees' affective commitment to change and developing digital leadership among leaders to achieve successful and sustainable digital

transformation.