

Pengaruh Artificial Intelligence (AI) Terhadap Employee Performance Dan Work Engagement Dimoderasi Change Leadership Pada Generasi Z Di Dunia Kerja = The Influence Of Artificial Intelligence (AI) On Employee Performance And Work Engagement Moderated By Change Leadership Among Generation Z In The Workplace

Ita Wipiana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920566979&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh artificial intelligence (AI) terhadap employee performance dan work engagement pada pekerja Gen Z. Investigasi dilakukan dengan menganalisis peran variabel moderasi change leadership terhadap atas pengaruh AI terhadap employee performance dan work engagement. Pendekatan kuantitatif digunakan dengan metode analisis data partial least square structural equation model (PLS-SEM) dengan menggunakan SmartPLS 4. Metode sampling yang digunakan ada purposive sampling dengan kriteria: pekerja Gen Z, bekerja di wilayah Jabodetabek, bekerja minimal 1 tahun, memiliki atasan langsung dan pernah menggunakan AI untuk urusan pekerjaan. Terkumpul sebanyak 186 responden yang memenuhi syarat kriteria. Hasil studi menunjukkan bahwa AI memiliki efek yang positif dan signifikan terhadap employee performance dan work engagement. Change leadership secara positif memoderasi pengaruh AI terhadap work engagement. Namun, change leadership memoderasi secara negatif pengaruh AI terhadap employee performance. Kontribusi penelitian ini untuk mengisi celah penelitian dalam hal pengembangan teori manajemen sumber daya manusia dalam konteks penggunaan teknologi AI dan efektivitas organisasi, lebih khusus pada pekerja generasi Z. Sebagai implikasi manajerial, organisasi perlu cepat beradaptasi dengan perkembangan teknologi AI, terutama dalam hal pengambilan keputusan manajemen dan penyelesaian masalah operasional dan stratejik.

.....This research aims to examine the influence of artificial intelligence (AI) on employee performance and work engagement among Gen Z workers. The investigation was conducted by analyzing the role of the moderating variable of change leadership on the influence of AI on employee performance and work engagement. A quantitative approach was used with partial least square structural equation model (PLS-SEM) data analysis method using SmartPLS 4. The sampling method used was purposive sampling with the criteria: Gen Z workers, work in the Jabodetabek area, have worked for at least 1 year, have a direct supervisor, and used AI for work-related tasks. A total of 186 respondents who met the criteria were collected. The study results show that AI has a positive and significant effect on employee performance and work engagement. Change leadership positively moderates the influence of AI on work engagement. However, change leadership negatively moderates the influence of AI on employee performance. The contribution of this study is to fill the research gap in the development of human resource management theory in the context of AI technology usage and organizational effectiveness, particularly for generation Z workers. As a managerial implication, organizations need to quickly to adapt to the development of AI technology, especially in terms of management decision making and solving operational and strategic problems.