

ABSTRACT

THE INFLUENCE OF DIGITAL COMPETENCE AND WORK ENGAGEMENT ON EMPLOYEE

(A Study on Warehouse Employees at Azad Textile Tasikmalaya)

By:

Firyal Fadhilah Nugraha

NIM: 213402550

Guide I : Deden Mulyana

Guide II : Vivi Indah Bintari

The purpose of this research was to examine and analyze digital competence, work engagement, and employee performance in the warehouse department. It also aimed to investigate the effect of digital competence and work engagement on employee performance at Azad Textile Tasikmalaya. The research method used was a survey approach, while the sampling technique employed saturated sampling. Data collection was done through primary data obtained via questionnaires and interviews. The analysis tool used was multiple linear regression. The research results showed that digital competence was classified as good, work engagement was classified as good, and employee performance was also classified as good. Both digital competence and work engagement had a significant impact on employee performance in the warehouse department. Based on these findings, it was recommended that the company enhance employees' digital competence, strengthen work engagement through well-being support, and provide training or motivation to achieve more optimal performance targets, ultimately improving operational efficiency and productivity.

Keywords: *Digital Competence, Work Engagement, Employee Performance*

ABSTRAK

PENGARUH KOMPETENSI DIGITAL DAN *WORK ENGAGEMENT* TERHADAP KINERJA KARYAWAN

(Penelitian pada Karyawan bagian Gudang di Perusahaan Azad Textile
Tasikmalaya)

Oleh:

Firyal Fadhilah Nugraha
NIM: 213402550

Pembimbing I : Deden Mulyana

Pembimbing II : Vivi Indah Bintari

Tujuan penelitian ini untuk mengetahui dan menganalisis kompetensi digital, *work engagement*, dan kinerja karyawan pada bagian gudang. Serta pengaruh kompetensi digital dan *work engagement* terhadap kinerja karyawan pada bagian gudang di Perusahaan Azad Textile Tasikmalaya. Metode penelitian yang digunakan adalah metode pendekatan survei, sedangkan teknik penarikan sampel menggunakan teknik sampling jenuh. Teknik pengumpulan data yang digunakan adalah data primer melalui kuesioner dan wawancara. Alat analisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa bahwa kompetensi digital memiliki klasifikasi baik, *work engagement* memiliki klasifikasi baik, dan kinerja karyawan memiliki klasifikasi baik. Kompetensi digital dan *work engagement* berpengaruh terhadap kinerja karyawan pada bagian gudang. Berdasarkan temuan ini, disarankan agar perusahaan meningkatkan kompetensi digital karyawan, memperkuat *work engagement* melalui dukungan kesejahteraan, dan menyediakan pelatihan atau motivasi untuk mencapai target kinerja yang lebih optimal, yang pada akhirnya dapat meningkatkan efisiensi dan produktivitas operasional perusahaan.

Kata Kunci: Kompetensi Digital, *Work Engagement*, Kinerja Karyawan