

ABSTRAK

Julian Rizky Almaheza Putra. 2026. Pengaruh *Digital Competence* dan *Digital Literacy* terhadap *Employability* dengan *Self-Efficacy* sebagai Variabel Mediasi (Studi pada *Fresh Graduate* Perguruan Tinggi di Kota Madiun). Tugas Akhir. Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E.,M.M. (II) Dr. Apriyanti, S.E.,M.M. CPSMM.

Penelitian ini menguji pengaruh *digital competence* dan *digital literacy* terhadap *employability*, dengan *self-efficacy* sebagai variabel mediasi pada *fresh graduate* perguruan tinggi di Kota Madiun, didasari oleh tingginya angka pengangguran lulusan perguruan tinggi meskipun tingkat pendidikan mereka sudah baik, yang menunjukkan adanya *skill mismatch* antara kompetensi digital lulusan dan kebutuhan industri. Penelitian ini menggunakan metode kuantitatif dengan desain asosiatif kausal, sampel berjumlah 100 *fresh graduate* yang diambil dengan teknik *purposive sampling*, dan data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui SmartPLS 4. Hasil penelitian menunjukkan *digital competence* dan *digital literacy* berpengaruh positif dan signifikan terhadap *self-efficacy* dan *employability*, *self-efficacy* berpengaruh positif dan signifikan terhadap *employability* serta menjadi variabel dengan pengaruh langsung terbesar, dan *self-efficacy* juga terbukti memediasi secara parsial pengaruh *digital competence* dan *digital literacy* terhadap *employability*, sehingga seluruh tujuh hipotesis penelitian ini diterima. Temuan ini memperkuat *human capital theory* dan *social cognitive theory*, membuktikan bahwa kompetensi digital saja tidak cukup untuk meningkatkan daya saing kerja lulusan, sementara keyakinan diri menjadi faktor psikologis yang paling menentukan kesiapan kerja *fresh graduate* di era digital.

Kata kunci: *Digital Competence, Digital Literacy, Self-Efficacy, Employability, Fresh Graduate.*

ABSTRACT

Julian Rizky Almaheza Putra. 2026. The Effect of Digital Competence and Digital Literacy on Employability with Self-Efficacy as a Mediating Variable (A Study on Fresh Graduates of Universities in Madiun City). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisors (I) Dr. Karuniawati Hasanah, S.E., M.M. (II) Dr. Apriyanti, S.E., M.M. CPSMM.

This study examines the effect of digital competence and digital literacy on employability, with self-efficacy as a mediating variable among fresh graduates in Madiun City, grounded in the high unemployment rate among university graduates despite their adequate education level, which points to a skill mismatch between digital competence and industry needs. This study uses a quantitative method with a causal associative design, a sample of 100 fresh graduates selected through purposive sampling, and data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Results show that digital competence and digital literacy have a positive and significant effect on self-efficacy and employability, self-efficacy has a positive and significant effect on employability and shows the strongest direct effect in the model, and self-efficacy also partially mediates the effect of digital competence and digital literacy on employability, so that all seven hypotheses are supported. These findings support human capital theory and social cognitive theory, proving that digital competence alone is not enough to raise job competitiveness, while self-confidence stands out as the psychological factor that most shapes job readiness among fresh graduates in the digital era.

Keywords: *Digital Competence, Digital Literacy, Self-Efficacy, Employability, Fresh Graduate.*