

ABSTRAK

Yolanda Cecilia Rahmawati 2026. *Pengaruh Digital Leadership Terhadap Organizational Performance Dengan Digital Culture Dan Employees Digital Capabilities Sebagai Variabel Mediasi Pada Pegawai Dinas Kependudukan dan Pencatatan Sipil Kabupaten Magetan*. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Ibu Dr. Karuniawati Hasanah, S. E., M. M., Pembimbing (II) Dr. Apriyanti, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *digital leadership* terhadap *organizational performance* dengan *digital culture* dan *employees digital capabilities* sebagai variabel mediasi pada pegawai Dinas Kependudukan dan Pencatatan Sipil Kabupaten Magetan. Penelitian ini dilatarbelakangi oleh capaian kinerja organisasi yang masih memerlukan peningkatan pada beberapa indikator pelayanan administrasi kependudukan di tengah tuntutan transformasi digital pelayanan publik. Penelitian menggunakan pendekatan kuantitatif eksplanatori dengan metode survei terhadap seluruh 62 pegawai (sampel jenuh), dengan data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan SEM-PLS berbantuan SmartPLS. Hasil penelitian menunjukkan bahwa *digital leadership* berpengaruh positif dan signifikan terhadap *organizational performance*, *digital culture*, dan *employees digital capabilities*; *digital culture* dan *employees digital capabilities* juga berpengaruh positif dan signifikan terhadap *organizational performance*; serta keduanya terbukti memediasi secara parsial pengaruh *digital leadership* terhadap *organizational performance*, dengan kontribusi mediasi *employees digital capabilities* lebih besar dibandingkan *digital culture*, sehingga seluruh tujuh hipotesis penelitian dinyatakan diterima. Hasil ini mengindikasikan bahwa peningkatan *organizational performance* pada Dinas Kependudukan dan Pencatatan Sipil Kabupaten Magetan dapat diupayakan melalui penguatan kepemimpinan digital, pengembangan budaya digital, serta peningkatan kapabilitas digital pegawai secara berkelanjutan.

Kata kunci: *Digital Leadership, Digital Culture, Employees Digital Capabilities, Organizational Performance, SEM-PLS*

ABSTRACT

Yolanda Cecilia Rahmawati. 2026. The Effect of Digital Leadership on Organizational Performance with Digital Culture and Employees' Digital Capabilities as Mediating Variables among Employees of the Department of Population and Civil Registration of Magetan Regency. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Karuniawati Hasanah, S.E., M.M., Supervisor (II) Dr. Apriyanti, S.E., M.M.

This study aims to analyze the effect of digital leadership on organizational performance, with digital culture and employees digital capabilities as mediating variables, among employees of Dinas Kependudukan dan Pencatatan Sipil Kabupaten Magetan. This research was motivated by the organizational performance achievements, which still require improvement in several indicators of population administration services amid the demands of digital transformation in public services. The study employed a quantitative explanatory approach using a survey method involving all 62 employees (total/census sampling), with data collected through a Likert-scale questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results show that digital leadership has a positive and significant effect on organizational performance, digital culture, and employees digital capabilities; digital culture and employees digital capabilities also have a positive and significant effect on organizational performance; and both are proven to partially mediate the effect of digital leadership on organizational performance, with the mediating contribution of employees digital capabilities being greater than that of digital culture, such that all seven proposed hypotheses were accepted. These findings indicate that improving organizational performance at Dinas Kependudukan dan Pencatatan Sipil Kabupaten Magetan can be pursued through strengthening digital leadership, developing digital culture, and continuously enhancing employees digital capabilities.

Keywords: *Digital Leadership, Digital Culture, Employees Digital Capabilities, Organizational Performance, SEM-PLS*