ABSTRAK

Devi Eka Aprilinda. 2026. Pengaruh *Digital Competence* Terhadap *Innovative Work Behavior* dengan *Digital Readiness* sebagai Variabel Mediasi pada *Freelance Content Creator* Generasi Z. Skripsi, Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Karuniawati Hasanah, S.E., M.M. Pembimbing II: Ririh Anggraini Setyahety, S.E., M.M.

Penelitian ini bertujuan untuk menguji dan memberikan bukti empiris mengenai pengaruh *Digital Competence* terhadap *Digital Readiness*, pengaruh *Digital Readiness* terhadap *Innovative Work Behavior*, pengaruh langsung *Digital Competence* terhadap *Innovative Work Behavior*, serta peran mediasi *Digital Readiness* dalam hubungan antara *Digital Competence* dan *Innovative Work Behavior* pada *freelance content creator* Generasi Z di platform TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan desain *cross-sectional*. Sampel penelitian berjumlah 140 responden yang diperoleh melalui teknik *purposive sampling* dan *snowball sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi berganda serta Uji Sobel (*Sobel Test*) dengan bantuan program IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa *Digital Competence* berpengaruh positif dan signifikan terhadap *Digital Readiness, Digital Readiness* berpengaruh positif dan signifikan terhadap *Innovative Work Behavior*, *Digital Competence* tidak berpengaruh signifikan secara langsung terhadap *Innovative Work Behavior*, dan *Digital Readiness* terbukti memediasi secara penuh (*full mediation*) pengaruh *Digital Competence* terhadap *Innovative Work Behavior*. Temuan ini mengindikasikan bahwa kemampuan digital semata belum cukup untuk mendorong perilaku kerja inovatif, melainkan harus disertai kesiapan psikologis individu dalam menerima dan memanfaatkan perkembangan teknologi digital.

Kata Kunci: *Digital Competence, Digital Readiness, Innovative Work Behavior, Freelance Content Creator,* Generasi Z

ABSTRACK

Devi Eka Aprilinda. 2026. *The Effect of Digital Competence on Innovative Work Behavior with Digital Readiness as a Mediating Variable Among Generation Z Freelance Content Creators. Undergraduate Thesis, Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I:* Dr. Karuniawati Hasanah, S.E., M.M. *Supervisor II:* Ririh Anggraini Setyahety, S.E., M.M.

This study aims to examine and provide empirical evidence regarding the effect of Digital Competence on Digital Readiness, the effect of Digital Readiness on Innovative Work Behavior, the direct effect of Digital Competence on Innovative Work Behavior, and the mediating role of Digital Readiness in the relationship between Digital Competence and Innovative Work Behavior among Generation Z freelance content creators on the TikTok platform. This study uses a quantitative approach with a cross-sectional design. The research sample consisted of 140 respondents obtained through purposive sampling and snowball sampling techniques. Data were collected through questionnaires and analyzed using multiple regression analysis and the Sobel Test with the assistance of IBM SPSS Statistics software. The results show that Digital Competence has a positive and significant effect on Digital Readiness; Digital Readiness has a positive and significant effect on Innovative Work Behavior; Digital Competence does not have a significant direct effect on Innovative Work Behavior; and Digital Readiness is proven to fully mediate (full mediation) the effect of Digital Competence on Innovative Work Behavior. These findings indicate that digital ability alone is not sufficient to drive innovative work behavior, but must be accompanied by individuals' psychological readiness to accept and utilize digital technology developments.

Keywords*: Digital Competence, Digital Readiness, Innovative Work Behavior, Freelance Content Creator, Generation Z*