ABSTRAK

OPTIMALISASI KINERJA TIM MELALUI REKRUTMEN DAN KOMPETENSI DIGITAL DI P.T PERTIWI INDO MAS : PERAN *EMPLOYEE ENGAGEMENT* DIGITAL SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk menganalisis pengaruh rekrutmen dan kompetensi digital terhadap kinerja tim dengan *Employee Engagement* sebagai variabel mediasi pada karyawan P.T Pertiwi Indo Mas. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada karyawan sebagai responden penelitian. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least Squares* (PLS) menggunakan aplikasi SmartPLS.
Hasil penelitian menunjukkan bahwa rekrutmen tidak berpengaruh signifikan terhadap kinerja tim, sedangkan kompetensi digital berpengaruh signifikan terhadap *Employee Engagement*. Selanjutnya, *Employee Engagement* terbukti berpengaruh signifikan terhadap kinerja tim. Pengujian variabel mediasi menunjukkan bahwa *Employee Engagement* mampu memediasi secara sempurna *(full mediation)* hubungan antara kompetensi digital dan kinerja tim. Hal ini mengindikasikan bahwa peningkatan kompetensi digital karyawan akan memberikan dampak optimal terhadap kinerja tim apabila disertai dengan tingkat keterikatan kerja karyawan yang tinggi.Implikasi dari penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi manajemen perusahaan dalam meningkatkan kinerja tim melalui penguatan kompetensi digital dan *Employee Engagement* karyawan. Selain itu, penelitian ini juga diharapkan dapat menjadi referensi bagi penelitian selanjutnya yang mengkaji topik serupa.

Kata kunci: rekrutmen, kompetensi digital, *Employee Engagement*, kinerja tim, SEM-PLS

ABSTRACT

Optimizing Team Performance through Recruitment and Digital Competence at PT Pertiwi Indo Mas: The Role of Digital Employee Engagement as a Mediating Variable.

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This study aims to analyze the effect of recruitment and digital competence on team performance with Employee Engagement as a mediating variable among employees of PT Pertiwi Indo Mas. This research uses a quantitative approach with a survey method. Data were collected through the distribution of questionnaires to employees as research respondents. The data analysis technique used in this study is Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach using the SmartPLS application.

The results of the study indicate that recruitment has no significant effect on team performance, while digital competence has a significant effect on Employee Engagement. Furthermore, Employee Engagement has a significant effect on team performance. The mediation test results show that Employee Engagement fully mediates the relationship between digital competence and team performance. This finding indicates that improving employees' digital competence will have an optimal impact on team performance when accompanied by a high level of Employee Engagement.The implications of this study are expected to provide considerations for company management in improving team performance through strengthening digital competence and Employee Engagement. In addition, this study is expected to serve as a reference for future research that examines similar topics.

Keywords: recruitment, digital competence, Employee Engagement, team performance, SEM-PLS