

ABSTRAK

Penelitian ini dilatarbelakangi oleh tuntutan digitalisasi tata kelola keuangan daerah melalui Sistem Informasi Pemerintahan Daerah (SIPD) yang belum diimbangi kesiapan sumber daya manusia, khususnya pada Badan Pengelolaan Keuangan Daerah (BPKD) Kota Lhokseumawe. Penelitian ini bertujuan untuk menganalisis pengaruh *digital leadership* dan kompetensi teknologi terhadap kinerja pegawai, baik secara langsung maupun melalui *employee engagement* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan populasi seluruh pegawai BPKD Kota Lhokseumawe sebanyak 197 orang, dan sampel sebanyak 132 responden yang ditentukan melalui rumus Slovin serta teknik *proportionate stratified random sampling*. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan *Partial Least Square Structural Equation Modeling* (PLS-SEM) dengan bantuan *software* SmartPLS. Hasil penelitian menunjukkan bahwa *digital leadership* tidak berpengaruh signifikan terhadap kinerja pegawai secara langsung, sementara kompetensi teknologi, *employee engagement*, serta seluruh jalur mediasi terbukti berpengaruh positif dan signifikan. *Employee engagement* memediasi secara penuh pengaruh *digital leadership* terhadap kinerja pegawai, dan memediasi secara parsial pengaruh kompetensi teknologi terhadap kinerja pegawai. Temuan ini mengindikasikan bahwa keberhasilan kepemimpinan digital dalam mendorong kinerja pegawai sangat bergantung pada terbangunnya keterikatan kerja terlebih dahulu, sedangkan kompetensi teknologi mampu meningkatkan kinerja baik secara langsung maupun tidak langsung. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pimpinan BPKD Kota Lhokseumawe dalam merancang strategi pengembangan kepemimpinan digital, peningkatan kompetensi teknologi, dan penguatan keterlibatan kerja pegawai secara lebih terarah.

Kata Kunci: *digital leadership*, kompetensi teknologi, *employee engagement*, kinerja pegawai, PLS-SEM

ABSTRACT

This study is motivated by the demands of digital governance in regional financial management through the Regional Government Information System (SIPD), which has not been fully matched by adequate human resource readiness, particularly at the Regional Financial Management Agency (BPKD) of Lhokseumawe City. This study aims to analyze the influence of digital leadership and technological competence on employee performance, both directly and through employee engagement as a mediating variable. A quantitative approach was employed, with a population of 197 employees at BPKD Lhokseumawe City and a sample of 132 respondents determined using the Slovin formula and proportionate stratified random sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results show that digital leadership has no significant direct effect on employee performance, whereas technological competence, employee engagement, and all mediation paths were found to have a positive and significant effect. Employee engagement fully mediates the effect of digital leadership on employee performance, and partially mediates the effect of technological competence on employee performance. These findings indicate that the success of digital leadership in improving employee performance strongly depends on building work engagement first, while technological competence can enhance performance both directly and indirectly. This study is expected to serve as a reference for BPKD Lhokseumawe City's leadership in designing more targeted strategies for digital leadership development, technological competence improvement, and strengthening employee engagement.

Keywords: *digital leadership, technological competence, employee engagement, employee performance, PLS-SEM*