ABSTRAK

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Program Studi : Program Magister Ilmu Manajemen
Judul : PENGARUH *DIGITAL TRANSFORMATION* TERHADAP *ORGANIZATIONAL SUSTAINABILITY* PADA RUMAH SAKIT KOTA MEDAN : ANALISIS *GREEN TRAINING* DAN *GREEN TECHNOLOGY*

Transformasi digital menjadi strategi penting bagi rumah sakit dalam meningkatkan kualitas pelayanan, efisiensi operasional, dan keberlanjutan organisasi. Penelitian ini bertujuan menganalisis pengaruh *Digital Transformation* terhadap *Organizational Sustainability* dengan *Green Training* dan *Green Technology* sebagai variabel mediasi pada rumah sakit di Kota Medan. Penelitian menggunakan pendekatan kuantitatif dengan metode survei dan teknik *purposive sampling*. Data dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Digital Transformation* berpengaruh positif dan signifikan terhadap *Organizational Sustainability*, *Green Training*, dan *Green Technology*. Selanjutnya, *Green Training* dan *Green Technology* berpengaruh positif dan signifikan terhadap *Organizational Sustainability*. Hasil pengujian mediasi menunjukkan bahwa kedua variabel tersebut mampu memediasi secara positif dan signifikan pengaruh *Digital Transformation* terhadap *Organizational Sustainability*. Temuan ini menunjukkan bahwa keberhasilan transformasi digital pada rumah sakit perlu didukung oleh pengembangan kompetensi sumber daya manusia melalui *Green Training* serta penerapan *Green Technology* untuk mewujudkan keberlanjutan organisasi.Kata

Kata Kunci: *Digital Transformation, Green Training, Green Technology, Organizational Sustainability,* Rumah Sakit

ABSTRACT

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Judul : *THE IMPACT OF DIGITAL TRANSFORMATION ON ORGANIZATIONAL SUSTAINABILITY IN MEDAN CITY HOSPITALS : AN ANALYSIS OF GREEN TRAINING AND GREEN TECHNOLOGY*

Digital transformation has become a crucial strategy for hospitals to enhance service quality, operational efficiency, and organizational sustainability. This study aims to analyze the impact of digital transformation on organizational sustainability, with green training and green technology serving as mediating variables, within hospitals in Medan City. A quantitative approach was employed, utilizing a survey method and purposive sampling. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0. The results indicate that digital transformation has a positive and significant impact on organizational sustainability, green training, and green technology. Furthermore, green training and green technology were found to have a positive and significant influence on organizational sustainability. Mediation analysis revealed that both variables effectively mediate the impact of digital transformation on organizational sustainability in a positive and significant manner. These findings suggest that the success of digital transformation in hospitals requires support through human resource competency development specifically via green training and the implementation of green technology to achieve organizational sustainability.

Keywords: Digital Transformation, Green Training, Green Technology, Organizational Sustainability, Hospita