

# Pengaruh Organizational Culture Terhadap Digital Innovativeness Yang Dimediasi Oleh Digital Technology Self-Efficacy, Agility, Resistance to Change. (Studi Empiris Pada Pegawai LPP TVRI) = The Influence of Organizational Culture on Digital Innovativeness Mediated by Digital Technology Self-Efficacy, Agility, and Resistance to Change (Empirical Study on LPP TVRI Employees)

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## Abstrak

Perkembangan teknologi yang masif saat ini sering disebut dengan transformasi digital. Salah satu industri yang terkena dampak transformasi digital masif ini adalah industri televisi. Salah satu proses transformasi digital di pertelevisian Indonesia ditandai dengan adanya program Analog Switch Off (ASO), yaitu penghentian program televisi analog dan beralih ke siaran televisi digital. Adanya digitalisasi menyebabkan perubahan besar yang berdampak pada internal perusahaan stasiun televisi, beberapa di antaranya adalah organizational culture, digital technology self-efficacy, agility, resistance to change, dan digital innovativeness. Dengan menggunakan pendekatan kuantitatif, penelitian ini melibatkan 230 karyawan stasiun televisi Indonesia yang aktif bekerja di stasiun televisi milik negara. Temuan dalam penelitian ini menunjukkan bahwa budaya organisasi memiliki pengaruh positif terhadap digital innovativeness melalui digital technology self-efficacy, agility, dan resistance to change sebagai variabel mediasi.

.....Massive technological developments today are often referred to as digital transformation. One of the industries affected by this massive digital transformation is the television industry. One of the digital transformation processes in Indonesian television is marked by the Analog Switch Off (ASO) program, namely the cessation of analog television programs and switching to digital television broadcasts. The existence of digitalization causes major changes that have an impact on the company's internal television stations, some of which are organizational culture, digital technology self-efficacy, agility, resistance to change, and digital innovation. Using a quantitative approach, this study involved 230 employees of Indonesian television stations who are actively working at state-owned television stations. The findings in this study indicate that organizational culture has a positive influence on digital innovativeness through digital technology self-efficacy, agility, and resistance to change as mediating variables.