

Pengaruh Psychological Capital, Digital Readiness, Innovative Work Behavior, dan Work Engagement Terhadap Service Quality pada Desainer Interior di Indonesia = Does Psychological capital and Digital readiness Have an Impact on Service quality in Interior Designers in Indonesia? The Role of Innovative work behavior and Work engagement

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Abstrak

Service quality adalah aspek penting pada industri jasa dan pernah dibahas dalam beberapa industri, hospitality. Dengan adanya akselerasi penggunaan teknologi digital, setiap industri perlu beradaptasi ervice quality adalah aspek penting pada industri jasa dan pernah dibahas dalam beberapa industri, contohnya perbankan, kesehatan, dan hospitality. Dengan adanya akselerasi penggunaan teknologi digital, setiap industri perlu beradaptasi dalam menggunakan teknologi dengan cepat termasuk industry kreatif. Walaupun desainer interior beradaptasi dengan penggunaan teknologi, tetapi desainer merasa tertantang karena masih banyak proses desain yang dilakukan secara langsung (seperti brainstorming, membuat mood board, kolaborasi, dll), infrastruktur internet yang belum stabil, serta software yang ada belum memenuhi seluruh kebutuhan desainer. Penelitian ini meneliti tentang psychological capital serta pengaruhnya terhadap service quality dengan mediasi digital readiness, innovative work behavior dan work engagement. Seratus lima puluh dua data dari subjek desainer interior dikumpulkan dengan snowball sampling dan targeted sampling kepada desainer interior dan dianalisis dengan PLS SEM. Hasil penelitian menunjukkan bahwa psychological capital berpengaruh positif terhadap digital readiness, innovative work behavior, dan work engagement. Service quality dipengaruhi innovative work behavior dan work engagement secara positif, semakin seseorang terikat dengan pekerjaannya dan bersikap inovatif, kemampuannya untuk memproduksi service quality akan membaik. Tetapi, digital readiness berpengaruh negatif terhadap innovative work behavior hal ini dapat disebabkan oleh kendala yang dihadapi desainer saat menggunakan teknologi digital.Service quality is an important aspect in service industries, and it has been discussed in many industries, such as banking, healthcare, and hospitality. There is a need to view the creative industry such as designer, in this instance, digital technology effects service quality, and pandemic Covid-19 accelerates the adaptation and people have to adjust quickly. Although designer interiors are adjusting, they feel challenged, because their design processes like brainstorming, mood boarding, collaboration, etc. are usually done in person, not in virtual. The other challenges are instability in internet connection and software that not met designers' expectation. This research proposes the psychological capital of interior designers could affect their service quality mediated by digital readiness, innovative work behavior, and work engagement. Data collected using a questionnaire-based survey of 152 interior designers in Indonesia, using snowball and targeted sampling. Data was analyzed using PLS SEM. The result of this research show that psychological capital has positive affect on digital readiness, innovative work behavior, and work engagement. Moreover, to enhance service quality, someone needs to increase their innovative behavior and work engagement. Yet digital readiness has negative impact on innovative work behavior, and it might be happened because designers feel many challenges in using digital technology.