

Pengaruh Artificial Intelligence terhadap Individual Work Performance dan Work Engagement dengan Change Leadership sebagai Variabel Moderasi (Studi pada Karyawan PT XYZ) = The Effect of Artificial Intelligence on Individual Work Performance and Work Engagement with Change Leadership as Moderating Variable (Study on PT XYZ Employees)

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Abstrak

Persaingan bisnis yang semakin ketat menjadikan bisnis berlomba-lomba untuk mengadopsi teknologi terbaru untuk menunjang bisnisnya. Salah satu teknologi dengan adopsi tertinggi dalam bisnis adalah teknologi *Artificial Intelligence*. PT XYZ merupakan salah satu perusahaan yang telah mengadopsi *Artificial Intelligence* dalam proses bisnisnya. Penelitian ini bertujuan untuk menganalisis pengaruh *Artificial Intelligence* terhadap *individual work performance* dan *work engagement* dengan *change leadership* sebagai variabel moderasi pada karyawan PT XYZ. Penelitian ini menggunakan pendekatan kuantitatif dengan metode penarikan sampel *total sampling* yang disebarakan melalui instrumen kuesioner secara daring kepada 201 karyawan PT XYZ. Data dianalisis menggunakan pendekatan *Structural Equation Modelling* (SEM) menggunakan perangkat lunak AMOS 24.0. Hasil penelitian menunjukkan bahwa *Artificial Intelligence* memiliki pengaruh positif signifikan terhadap *individual work performance* dan *work engagement* karyawan PT XYZ. Selain itu, uji moderasi menunjukkan bahwa *change leadership* secara positif memoderasi pengaruh *Artificial Intelligence* terhadap *individual work performance* dan *work engagement*.

Business competition is getting tougher, making businesses trying to adopt the latest technology to support their business. One of the technologies with the highest adoption in business is Artificial Intelligence technology. PT XYZ is a company that has adopted Artificial Intelligence in its business processes. This study aims to analyze the effect of Artificial Intelligence on individual work performance and work engagement with change leadership as a moderating variable for PT XYZ employees. This study used a quantitative approach with total population sampling method which was distributed through an online questionnaire instrument to 201 PT XYZ employees. Data were analyzed using the Structural Equation Modeling (SEM) test using AMOS 24.0 software. The results of the study show that Artificial Intelligence has a positively significant effect on individual work performance and work engagement of PT XYZ employees. In addition, the moderation test shows that change leadership positively moderates the effect of Artificial Intelligence on individual work performance and work engagement.