

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan digital dan budaya organisasi terhadap keunggulan bersaing Bank Jambi, yang dimediasi perilaku kerja inovatif. Sampel penelitian yang digunakan sebanyak 242 orang responden, yang diambil dengan menggunakan teknik *simple random sampling*. Jenis data yang dikumpulkan meliputi data primer yang berupa hasil isian kuesioner kepemimpinan digital, budaya organisasi, perilaku kerja inovatif, dan keunggulan bersaing, serta data sekunder berupa hasil publikasi lainnya seperti; buku, jurnal-jurnal dan dokumen lainnya yang ada hubungannya dengan topik penelitian ini. Data yang telah dikumpulkan kemudian dianalisis dengan menggunakan metode analisis statistik deskriptif dan analisis verifikatif berupa *Partial Least Square* (PLS). Hasil analisis *direct effect* membuktikan bahwa; (1) kepemimpinan digital dan budaya organisasi secara langsung berpengaruh signifikan terhadap perilaku kerja inovatif, (2) kepemimpinan digital, budaya organisasi, dan perilaku kerja inovatif secara langsung berpengaruh signifikan terhadap keunggulan bersaing, (3) kepemimpinan digital secara tidak langsung berpengaruh signifikan terhadap keunggulan bersaing, melalui perilaku kerja inovatif, dan (4) budaya organisasi secara tidak langsung berpengaruh signifikan terhadap keunggulan bersaing, melalui perilaku kerja inovatif. Hasil penelitian ini berimplikasi terhadap upaya peningkatan perilaku kerja inovatif dan keunggulan bersaing Bank Jambi, melalui budaya perusahaan yang lebih adaptif, serta peningkatan kualitas kepemimpinan digital khususnya dalam hal kompetensi manajemen perubahan.

Kata Kunci: Kepemimpinan Digital, Budaya Organisasi, Perilaku Kerja Inovatif, Keunggulan Bersaing

ABSTRACT

This study aims to analyze the influence of digital leadership and organizational culture on the competitive advantage of Bank Jambi mediated by innovative work behavior. The research sample consisted of 242 respondents, selected using a simple random sampling technique. The types of data collected include primary data in the form of responses to questionnaires on digital leadership, organizational culture, innovative work behavior, and competitive advantage, as well as secondary data in the form of other publications such as books, journals, and documents related to the research topic. The collected data were then analyzed using descriptive statistical analysis and verificative analysis through Partial Least Square (PLS) methods. The results of the direct effect analysis prove that: (1) digital leadership and organizational culture directly and significantly influence innovative work behavior, (2) digital leadership, organizational culture, and innovative work behavior directly and significantly influence competitive advantage, (3) digital leadership indirectly and significantly influences competitive advantage through innovative work behavior, and (4) organizational culture indirectly and significantly influences competitive advantage through innovative work behavior. The findings of this study have implications for efforts to enhance innovative work behavior and the competitive advantage of Bank Jambi by fostering a more adaptive corporate culture and improving the quality of digital leadership, particularly in terms of change management competencies.

Keywords: *Digital Leadership, Organizational Culture, Innovative Work Behavior, Competitive Advantage*