

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Digital Leadership* dan *Digital Culture* terhadap *Employee Engagement* , dengan *Transformasi Digital* sebagai variabel intervening di Bank Syariah Indonesia (BSI) Kota Jambi. Pendekatan kuantitatif dengan metode Partial Least Square (PLS) digunakan untuk menguji hubungan antar variabel, berdasarkan data primer yang dikumpulkan melalui kuesioner kepada karyawan BSI Kota Jambi. Hasil penelitian menunjukkan bahwa *Digital Leadership* berpengaruh positif dan signifikan terhadap *Transformasi Digital* , serta berpengaruh tidak langsung terhadap *Employee Engagement* melalui *Transformasi Digital* . Namun, pengaruh langsung *Digital Leadership* terhadap *Employee Engagement* tidak terbukti secara statistik. Di sisi lain, *Digital Culture* berpengaruh positif terhadap *Transformasi Digital* , tetapi tidak memiliki pengaruh signifikan secara langsung terhadap *Employee Engagement* . Sebaliknya, *Transformasi Digital* terbukti secara signifikan meningkatkan *Employee Engagement* . Secara teoretis, penelitian ini memberikan kontribusi dalam pengembangan teori manajemen sumber daya manusia, khususnya dalam memahami peran *Digital Leadership* dan *Digital Culture* melalui *Transformasi Digital* dalam meningkatkan *Employee Engagement*. Secara praktis, hasil penelitian ini dapat menjadi dasar bagi manajemen BSI Kota Jambi dalam merancang strategi kepemimpinan dan *Digital Culture* yang lebih efektif di era transformasi digital.

Kata Kunci : *Digital Leadership, Digital Culture, Transformasi Digital, Employee Engagement, PLS*

ABSTRACT

This study aims to analyze the influence of *Digital Leadership* and *Digital Culture* on *Employee Engagement*, with Digital Transformation as an intervening variable at Bank Syariah Indonesia (BSI) in Jambi City. A quantitative approach using the Partial Least Square (PLS) method was employed to examine the relationships between variables, based on primary data collected through questionnaires distributed to BSI employees in Jambi City. The results indicate that *Digital Leadership* has a positive and significant effect on Digital Transformation and also influences *Employee Engagement* indirectly through Digital Transformation. However, the direct effect of *Digital Leadership* on *Employee Engagement* was not statistically significant. On the other hand, *Digital Culture* shows a positive and significant impact on Digital Transformation but does not significantly affect *Employee Engagement* directly. Conversely, Digital Transformation is proven to significantly enhance *Employee Engagement*. Theoretically, this study contributes to the development of human resource management theory, particularly in understanding the role of *Digital Leadership* and *Digital Culture* through Digital Transformation in improving *Employee Engagement*. Practically, the findings can serve as a basis for BSI management in Jambi City to design more effective *Digital Leadership* and cultural strategies in the era of digital transformation.

Keywords : *Digital Leadership, Digital Culture, Digital Transformation, Employee Engagement, PLS*