

ABSTRAK

Sri Arnita Ramadhani, *Pengaruh Digitalisasi Pelayanan terhadap Kinerja Pegawai Pada PT Pos Indonesia Kab. Bulukumba.* (Dibimbing oleh Nuryanti Mustari dan Wardah)

Transformasi digital dalam pelayanan publik telah menjadi kebutuhan mendesak di era modern, termasuk pada sektor logistik dan komunikasi seperti PT Pos Indonesia. Digitalisasi pelayanan diharapkan dapat mengatasi berbagai keterbatasan sistem konvensional, meningkatkan kecepatan layanan, akurasi informasi, serta memperkuat interaksi antara pegawai dan pelanggan. Namun, sejauh mana penerapan digitalisasi berdampak terhadap kinerja pegawai masih menjadi pertanyaan yang perlu diteliti, khususnya dalam konteks PT Pos Indonesia Kabupaten Bulukumba.

Penelitian ini bertujuan untuk menganalisis pengaruh digitalisasi pelayanan terhadap kinerja pegawai pada PT Pos Indonesia Kabupaten Bulukumba. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian korelasional. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada seluruh populasi sebanyak 35 orang yang juga dijadikan sebagai sampel melalui teknik sampel jenuh. Indikator digitalisasi pelayanan mencakup kualitas sistem, kualitas informasi, dan kualitas interaksi, sedangkan kinerja pegawai diukur melalui kuantitas, kualitas, dan efisiensi kerja.

Hasil penelitian menunjukkan bahwa digitalisasi pelayanan berpengaruh positif dan signifikan terhadap kinerja pegawai. Hal ini dibuktikan melalui hasil uji regresi linear sederhana dengan nilai signifikansi $< 0,05$ serta koefisien korelasi yang berada dalam kategori kuat. Temuan ini mengindikasikan bahwa semakin optimal penerapan digitalisasi pelayanan, maka semakin tinggi pula kinerja pegawai yang dihasilkan. Oleh karena itu, implementasi sistem pelayanan digital yang efektif dapat dijadikan strategi dalam meningkatkan kinerja institusi pelayanan publik seperti PT Pos Indonesia.

Kata Kunci: Digitalisasi Pelayanan, Kinerja Pegawai, PT Pos Indonesia

ABSTRACT

Sri Arnita Ramadhani, *The Influence of Service Digitalization on Employee Performance at PT Pos Indonesia, Bulukumba Regency*. (Supervised by Nuryanti Mustari and Wardah)

The digital transformation of public services has become an urgent necessity in the modern era, including in sectors such as logistics and communication, exemplified by PT Pos Indonesia. Service digitalization is expected to address the limitations of conventional systems by increasing service speed, enhancing information accuracy, and improving interactions between employees and customers. However, the extent to which digitalization affects employee performance remains a subject of inquiry, particularly in the context of PT Pos Indonesia in Bulukumba Regency.

This study aims to analyze the influence of service digitalization on employee performance at PT Pos Indonesia, Bulukumba Regency. A quantitative approach with a correlational research design was employed. Data were collected using questionnaires distributed to the entire population of 35 employees, all of whom were included as the sample through a saturated sampling technique. Indicators of service digitalization included system quality, information quality, and interaction quality, while employee performance was measured through quantity, quality, and work efficiency.

The results indicate that service digitalization has a positive and significant effect on employee performance. This finding is supported by a simple linear regression analysis showing a significance value of less than 0.05 and a correlation coefficient within the strong category. These results suggest that the more effectively digital services are implemented, the higher the employee performance achieved. Therefore, the implementation of digital service systems can serve as a strategic approach to enhance institutional performance in public service organizations such as PT Pos Indonesia.

Keywords: Service Digitalization, Employee Performance, PT Pos Indonesia