MODEL KEPEMIMPINAN DIGITAL DI PERGURUAN TINGGI DALAM MEWUJUDKAN *SMART CAMPUS* DI PEKANBARU

DISERTASI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Doktor Pendidikan dalam Program Studi Administrasi Pendidikan

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KATA PENGANTAR

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ABSTRAK

Perkembangan teknologi saat ini dalam dunia pendidikan mempengaruhi keberhasilan penyelenggaraan perguruan tinggi. Salah satu aspek yang penting adalah kepemimpinan digital, saat ini diperlukan alternatif solusi bagi pemimpin di perguruan tinggi agar pemanfaatan teknologi dapat dipergunakan untuk keberlangsungan perguruan tinggi. Penelitian ini bertujuan untuk membuat model kepemimpinan digital di perguruan tinggi dalam mewujudkan *smart campus* di Pekanbaru. Adapun latar belakang penelitian ini dipengaruhi oleh perkembangan digitalisasi di perguruan tinggi yang mempengaruhi seluruh aspek di perguruan tinggi. Smart Campus menjadi salah satu upaya untuk meningkatkan mutu perguruan tinggi dan bertahan ditengah globalisasi. Melalui penelitian ini diharapkan pemimpin perguruan tinggi memiliki sebuah model kepemimpinan digital di perguruan tinggi dalam mewujudkan *smart campus* khususnya di Pekanbaru. Penelitian ini menggunakan *mix method* (kuantitatif dan kualitatif) dengan disain model menggunakan *Design Based Research* . Sampel dalam penelitian ini berujumlah 96 orang dari direktur, wakil rektor, dekan, ketua jurusan dan dosen di 4 perguruan tinggi di Pekanbaru berdasarkan rumus Slovin. Hasil Penelitian ini menunjukkan : 1. Gambaran kepemimpinan digital di 4 perguruan tinggi berada pada fase integrasi dan implementasi 2. Gambaran pemanfaatan teknologi di 4 perguruan tinggi berada pada fase integrasi. 3. Kepemimpinan digital berpengaruh signifikan terhadap *smart campus* dengan koefisien sebesar 0.327. Hal ini dibuktikan dengan *p-values* sebesar 0.004 (signifikasi lebih kecil dari 0,05) dan t-statistik sebesar 2.881, 4. Pemanfaatan teknologi berpengaruh signifikan terhadap *smart campus* dengan koefisien sebesar 0.661. Hal ini dibuktikan dengan *p-values* sebesar 0.000 (signifikasi lebih kecil dari 0,05) dan t-statistik sebesar 5.864, 5. Kepemimpinan Digital dan pemanfaatan teknologi memoderasi terhadap *smart campus* dengan koefisien sebesar 0.971. Hal ini dibuktikan dengan *p-values* sebesar 0.000 (signifikasi lebih kecil dari 0.05) dan t-statistik sebesar 472.097. 6. Adapun model yang ditemukan dalam penelitian ini adalah SAFE Innovation, yaitu S (Strategy Technology Policy), A (Awarenes Digital and Environment) F (For Effectiveness), E (Efficiency) dan Innovation. Model SAFE Innovation ini diharapkan dapat menjadi rujukan bagi pemimpin perguruan tinggi dalam mewujudkan *smart campus*.

Kata Kunci : Kepemimpinan Digital, Digitalisasi, Perguruan Tinggi, *Smart Campus*

MODEL OF DIGITAL LEADERSHIP IN HIGHER EDUCATION CREATING SMART CAMPUS IN PEKANBARU

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ABSTRACT

Recently, technological developments in education influenced the success of higher education. One of the important aspects is digital leadership. Currently, alternative solutions are needed for leaders in higher education regarding the use of technology as a solution for the sustainability of higher education. This research aimed in creating a model of digital leadership in higher education realized a smart campus in Pekanbaru. The background of this research was influenced by the digitalization development in higher education, which affected all aspects of higher education. Smart Campus is one of the efforts improving the quality of higher education and sustained amidst globalization. Through this research, it was expected that higher education leaders have a reference a model of digital leadership in higher education in realizing a smart campus, especially in Pekanbaru. This research used a mixed method (quantitative and qualitative) by Design Based Research. The sample in this research consisted of 96 individuals, including directors, vice rectors, deans, heads of department, and lecturers from 4 higher education institutions in Pekanbaru, based on the Slovin formula. The results showed: 1. An overview of digital leadership in 4 institutions in the integration and implementation phase. 2. An overview of the use of technology in 4 institutions in the integration phase. 3. Digital leadership had a significant effect on smart campus with a coefficient of 0.327. This is evidenced by a p-value of 0.004 (significance level less than 0.05) and a t-statistic of 2.881, 4. The utilization of technology had a significant effect on smart campus with a coefficient of 0.661. This was evidenced by a p-value of 0.000 (significance level less than 0.05) and a t-statistic of 5.864, 5. Digital leadership and the utilization of technology moderate smart campus with a coefficient of 0.971. This is evidenced by a p-value of 0.000 (significance level less than 0.05) and a t-statistic of 472.097. 6. The model found in this research is SAFE Innovation, which was stand for S (Strategy Technology Policy), A (Awareness Digital and Environment), F (For Effectiveness), E (Efficiency) and Innovation. This SAFE Innovation model is expected to serve as a reference for higher education leaders in realizing a smart campus.

Keywords: Digital Leadership, Higher Education, Digitalization, Smart Campus

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