

DISERTASI

Model *Hybrid* Daya Saing *Human Capital* berbasis Kompetensi Digital
(Survey pada Pelaku Industri Kreatif Kriya di Jawa Barat)

Diajukan untuk memenuhi sebagian dari syarat memperoleh
gelar Doktor Manajemen program studi S3 Manajemen



Oleh:
Lina Marlina
1907450

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA

2023

**Model *Hybrid* Daya Saing *Human Capital* berbasis Kompetensi Digital
(Survey pada Pelaku Industri Kreatif Kriya di Jawa Barat)**

Oleh
Lina Marlina

S.Pd. Universitas Pendidikan Indonesia, 2006
M.M. Universitas Pendidikan Indonesia, 2015

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor Manajemen (Dr.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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(Survey pada Pelaku Industri Kreatif Kriya di Jawa Barat)**

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Lina Marlina
NIM. 1907450

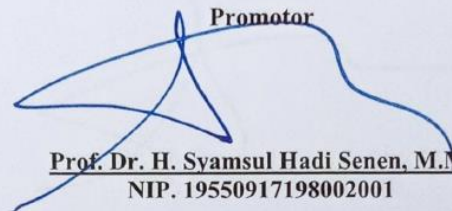
LEMBAR PENGESAHAN

Lina Marlina
1907450

Model Hybrid Daya Saing Human Capital berbasis Kompetensi Digital
(Survey pada Pelaku Industri Kreatif Kriya di Jawa Barat)


disetujui dan disahkan oleh panitia disertasi

Promotor



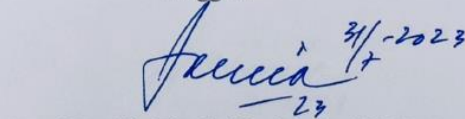
Prof. Dr. H. Syamsul Hadi Senen, M.M.
NIP. 19550917198002001

Kopromotor



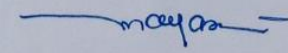
Prof. Dr. H. Eeng Ahman, M.Si
NIP. 196110221986031002

Anggota



Prof. Dr. Hj. Tjutju Yuniarsih, M.Pd
NIP. 195309121979032001

Mengetahui
Ketua program Studi Manajemen
Sekolah Pascasarjana UPI



Dr. Maya Sari, S.E., M.M
NIP. 197107052002012001

ABSTRAK

Lina Marlina, NIM: 1802999, Model *Hybrid* Daya Saing *Human Capital* Berbasis Kompetensi Digital

Promotor: Prof. Dr. H. Syamsul Hadi Senen, MM, ChFI, CBSA; Ko-Promotor: Prof. Dr. H. Eeng Ahman, M.Si.; Anggota: Prof. Dr. Hj. Tjutju Yuniarsih, M.Pd.

Industri kreatif kriya Jawa Barat merupakan salah satu dari tiga penyumbang *Product Domestic Bruto* (PDB) terbesar di Indonesia dan sangat berpotensi bersaing di dunia global. Kendala yang mengiringi perkembangan industri kreatif kriya adalah masih rendahnya tingkat kemampuan daya saing sumber daya manusia. Minimnya kemampuan digital membuat pelaku usaha kesulitan beradaptasi dan membangun jaringan dalam mengembangkan usaha. Padahal lahirnya revolusi industri 4.0 menjadi tantangan untuk peningkatan kemampuan digital. Penelitian ini bertujuan untuk menganalisis dan merumuskan model hipotetik. Penelitian Menggunakan pendekatan kuantitatif dengan metode deskriptif dan eksploratori survei. Teknik sampling menggunakan *cluster proportionate random sampling* melalui instrumen angket dan wawancara. Teknik analisis data menggunakan SEM dan diolah dengan bantuan SmartPLS 3 karena bertujuan untuk menguji hubungan prediktif antar konstruk. Estimasi model penelitian dengan *second order factor*, pendekatan *the hierarchical components model* (HCM). Temuan penelitian menunjukkan gambaran bahwa daya saing *human capital*, kapabilitas dinamik, kompetensi digital dan kapabilitas jejaring sudah efektif dilakukan pelaku industri kreatif kriya di Jawa Barat. Hasil lain menunjukkan bahwa kapabilitas dinamik, kapabilitas jejaring, dan kompetensi digital terbukti berpengaruh pada daya saing *human capital*. Kompetensi digital terbukti memediasi kapabilitas dinamik dan kapabilitas jejaring terhadap daya saing *human capital*. Penelitian disertasi ini menghasilkan *novelty* berupa model hipotesis *hybrid* daya saing *human capital* berbasis kompetensi digital sebagai strategi meningkatkan daya saing *human capital* industri kreatif kriya di era digital. Penelitian ini berimplikasi pada pengembangan daya saing *human capital* yang berpedoman pada kompetensi teknologi digitalisasi dan kapabilitas yang sudah dimiliki *human capital*, baik itu kapabilitas dinamik, atau kapabilitas jejaring.

Keyword: daya saing, *human capital*, kompetensi digital, kapabilitas dinamik, dan kapabilitas jejaring.

ABSTRACT

Lina Marlina, NIM: 1802999, Model of Hybrid Human Capital Competitiveness Base on Digital Competency

Promotor: Prof. Dr. H. Syamsul Hadi Senen, MM, ChFI, CBSA; Co-Promotor: Prof. Dr. H. Eeng Ahman, M.Si.; Member: Prof. Dr. Hj Tjutju Yuniarsih, M.Pd.

The creative craft industry in West Java is one of the three largest contributors to Indonesia's Gross Domestic Product and has great potential to compete in the global market. However, the development of the creative craft industry is hindered by the low level of human resource competitiveness. The lack of digital skills makes it difficult for business players to adapt and establish networks to grow their businesses. This becomes a challenge in the era of the fourth industrial revolution, which emphasizes the importance of digital capabilities. This research aims to analyze and formulate a hypothetical model. The study employs a quantitative approach with descriptive and exploratory survey methods. The sampling technique used is cluster proportionate random sampling through questionnaires and interviews. Data analysis employs Structural Equation Modeling and is processed using SmartPLS 3, as it aims to test the predictive relationships among constructs. The research model estimation involves second-order factors using the hierarchical components model approach. The findings of the research indicate that the competitiveness of human capital, dynamic capabilities, digital competence, and networking capabilities are effectively conducted by creative craft industry players in West Java. Moreover, the results show that dynamic capabilities, networking capabilities, and digital competence significantly influence the competitiveness of human capital. Digital competence is found to mediate the relationship between dynamic capabilities, networking capabilities, and the competitiveness of human capital. This dissertation research contributes a novel model, namely the hybrid model of digital competence-based human capital competitiveness, as a strategy to enhance the competitiveness of human capital in the creative craft industry in the digital era. The implications of this study lie in the development of human capital competitiveness based on digital technology competence and the existing capabilities of human capital, whether dynamic capabilities or networking capabilities.

Keywords: *competitiveness, human capital, digital competencies, dynamic capabilities, and networking capabilities.*

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