

**PENGARUH *DIGITAL TALENT* TERHADAP PERILAKU INOVASI  
INDIVIDU MENGGUNAKAN *SKILLS REVOLUSI INDUSTRI 4.0***  
**SEBAGAI MEDIATOR**

**(Studi Kasus Mahasiswa Universitas Andalas)**

**TESIS**

**Untuk memenuhi sebagian persyaratan  
Memperoleh gelar Magister Teknik (MT)**

**Magister Teknik Industri**



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## **ABSTRAK**

Dalam menghadapi era Industri 4.0 kita dihadapi pada era digitalisasi, dan teknologi. Dimana pada Industri 4.0 dapat dimulai dari kepintaran buatan, rekayasa genetika, mobil otomatis, nano teknologi serta super komputer. Dalam rangka mewujudkan itu semua dibutuhkan berbagai kemampuan yang sesuai dengan bidang pekerjaan yang disediakan pada Industri 4.0. Pada Industri 4.0 terjadi pengaplikasian robot diberbagai bidang pekerjaan yang mana ini dapat menggantikan tenaga manusia sehingga dianggap efektif dan efesien. Dengan adanya Revolusi Industri 4.0 dimasa mendatang maka diperlukan bakat, skills & abilities (skills 4.0) dan perilaku yang sesuai dengan basis Industri 4.0. Penelitian ini bertujuan untuk mempelajari hubungan konstruk yang mempengaruhi antara digital talent, perilaku inovasi individu dan skills & abilities (skills 4.0), serta hubungan konstruk skills & abilities (skills 4.0) sebagai mediator terhadap hubungan konstruk digital talent dengan perilaku inovasi individu. Fokus responden penelitian ini adalah mahasiswa Universitas Andalas. Indikator yang terlibat digital talent yaitu soft digital skill, hard digital skill dan role digital skill sedangkan untuk konstruk skills 4.0 terbagi atas skills dan abilities, dan untuk perilaku inovasi individu terbagi atas tujuh indikator. Exploring new opportunity, New idea generation, Ability to adopt new product/ service Championing new idea, Problem solving ability, Network building. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada mahasiswa Universitas Andalas. Kuesioner dibuat berdasarkan indikator-indikator yang terdapat pada setiap konstruk. Hubungan setiap konstruk ditentukan dengan menggunakan metode SEM-PLS. Dari penelitian ini didapatkan hasil pengaruh digital talent berpengaruh positif terhadap skills & abilities (skills 4.0) dan pengaruh digital talent berpengaruh positif terhadap perilaku inovasi individu pada mahasiswa Universitas Andalas yaitu indikator yang berperan signifikan adalah comfort with ambiguity, customer-centricity, entrepreneurial mindset, data driven decision making, cloud computing, search engine optimization, web development, chief internet of things officer, data architect, data engineer, data scientist. Hasil konstruk skills & abilities (skills 4.0) terbukti memediasi hubungan pengaruh digital talent terhadap perilaku inovasi individu.

*Kata Kunci: Revolusi Industri 4.0, Digital Talent, Skills & Abilities, Perilaku Inovasi Individu, dan SEM-PLS*

## **ABSTRACT**

*In facing the Industrial 4.0 era, we are faced with the era of digitalization and technology. Where in Industry 4.0 can be started from artificial intelligence, genetic engineering, automatic cars, nano technology and super computers. In order to realize all of that, it needs a variety of capabilities that are appropriate to the field of work provided in Industry 4.0. In Industry 4.0, robots are applied in various fields of work which can replace human labor so that they are considered effective and efficient. With the 4.0 Industrial Revolution in the future, talent, skills& abilities (skills 4.0) and behaviors that are in accordance with Industry 4.0 are needed. This study aims to study the construct relationship that affects between digital talent, individual innovation behavior and skills & abilities (skills 4.0), and the relationship between skills & abilities construct (skills 4.0) as a mediator to the relationship of digital talent constructs with individual innovation behavior. The focus of the research respondents was Andalas University students. Indicators involved in digital talent are soft digital skills, hard digital skills and role digital skills, while for skills skills 4.0 is divided into skills and abilities, and for individual innovation behavior is divided into seven indicators. Exploring new opportunities, New idea generation, Ability to adopt new products / services Championing new ideas, Problem solving abilities, Network building. Data collection was carried out by distributing questionnaires to Andalas University students. The questionnaire was made based on the indicators contained in each construct. The relationship of each construct is determined using the SEM-PLS method. From this research, the results of the influence of digital talent have a positive effect on skills & abilities (skills 4.0) and the influence of digital talent has a positive effect on individual innovation behavior in Andalas University students. driven decision making, cloud computing, search engine optimization, web development, chief internet of things officer, data architect, data engineer, data scientist. The results of the skills & abilities construct (skills 4.0) are proven to mediate the relationship between the influence of digital talent on individual innovation behavior.*

*Keyword: Revolution of Industry 4.0, Digital Talent, Skills & Abilities, Perilaku inovasi individu, dan SEM-PLS*