

ABSTRAK

Kinerja pegawai menjadi salah satu faktor penting dalam mendukung tercapainya tujuan organisasi. Pada Dinas Pariwisata Provinsi Kepulauan Riau, kinerja pegawai secara umum telah berada pada kategori baik, namun belum seluruhnya mencapai kategori sangat baik. Kondisi tersebut diduga dipengaruhi oleh pemanfaatan Teknologi *Artificial Intelligence* (AI) yang belum maksimal, beban kerja yang meningkat pada saat pelaksanaan kegiatan kepariwisataan, serta fleksibilitas kerja yang masih disesuaikan dengan kebutuhan pekerjaan dan ketentuan instansi. Penelitian ini bertujuan untuk mengetahui pengaruh Teknologi AI, Beban Kerja, dan Fleksibilitas Kerja terhadap Kinerja Pegawai Dinas Pariwisata Provinsi Kepulauan Riau, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik sampling jenuh terhadap 76 pegawai. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *IBM SPSS Statistics 27* dengan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa Teknologi AI berpengaruh positif dan signifikan terhadap Kinerja Pegawai ($t = 4,271$; $\text{sig.} < 0,001$), Beban Kerja berpengaruh positif dan signifikan ($t = 3,331$; $\text{sig.} = 0,001$), serta Fleksibilitas Kerja berpengaruh positif dan signifikan ($t = 3,030$; $\text{sig.} = 0,003$). Secara simultan, ketiga variabel juga berpengaruh positif dan signifikan terhadap Kinerja Pegawai dengan nilai *Adjusted R Square* sebesar 0,560. Penelitian ini menyimpulkan bahwa peningkatan pemanfaatan Teknologi AI, pengelolaan beban kerja yang sesuai, dan penerapan fleksibilitas kerja yang tepat dapat mendukung peningkatan Kinerja Pegawai Dinas Pariwisata Provinsi Kepulauan Riau.

Kata Kunci: Teknologi AI, Beban Kerja, Fleksibilitas Kerja, Kinerja Pegawai.

ABSTRACT

Employee performance is one of the key factors in supporting an organization's ability to achieve its goals. At the Department of Tourism of the Riau Islands Province, employee performance has generally been categorized as good; however, not all employees have achieved an excellent level of performance. This condition is assumed to be influenced by the suboptimal use of Artificial Intelligence (AI) technology, the increasing workload during tourism-related activities, and work flexibility that is still adjusted to job requirements and organizational regulations. This study aims to examine the effect of AI Technology, Workload, and Work Flexibility on Employee Performance at the Department of Tourism of the Riau Islands Province, both partially and simultaneously. This study employed a quantitative approach using a saturated sampling technique, involving all 76 employees as respondents. Data were collected through questionnaires and analyzed using IBM SPSS Statistics 27 with multiple linear regression analysis. The results show that AI Technology has a positive and significant effect on Employee Performance ($t = 4.271$; $\text{sig.} < 0.001$), Workload has a positive and significant effect ($t = 3.331$; $\text{sig.} = 0.001$), and Work Flexibility also has a positive and significant effect ($t = 3.030$; $\text{sig.} = 0.003$). Simultaneously, these three variables have a positive and significant effect on Employee Performance. The Adjusted R Square value of 0.560 indicates that the three independent variables explain 56.0% of the variance in Employee Performance, while the remaining 44.0% is explained by other factors outside the scope of this study. The findings suggest that improving the use of AI Technology, managing workload appropriately, and implementing effective work flexibility can contribute to better Employee Performance at the Department of Tourism of the Riau Islands Province.

Keywords: *AI Technology, Workload, Work Flexibility, Employee Performance.*