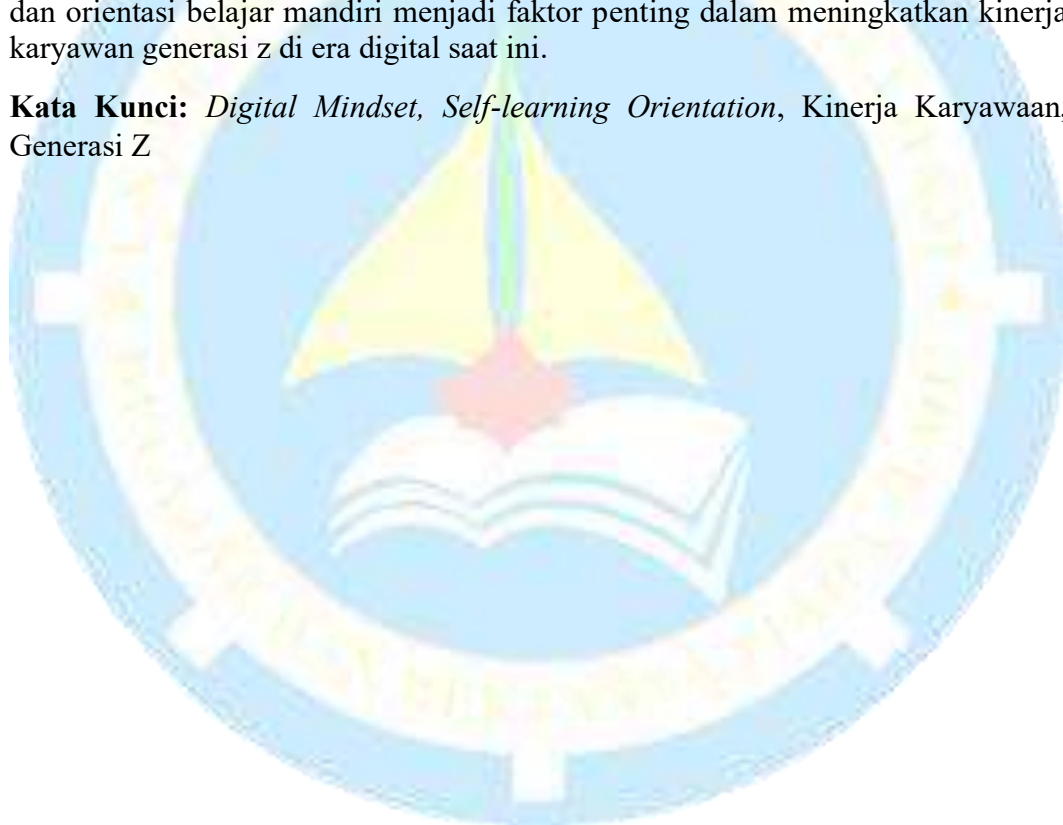


ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak dari pengaruh *digital mindset* dan *self-learning orientation* terhadap kinerja karyawan generasi Z di Kecamatan Bukit Bestari Kota Tanjungpinang. Perkembangan teknologi digital yang terus melaju cepat memaksa sumber daya manusia untuk memiliki kemampuan adaptasi yang tinggi terhadap perubahan. Generasi Z yang jadi sebagai tenaga kerja yang dominan di era digital diharapkan mampu menunjukkan kinerja optimal melalui pemanfaatan teknologi serta kemampuan belajar mandiri. Penelitian ini menerapkan metode pendekatan kuantitatif dengan desain eksplanatif. Data dikumpulkan melalui penyebaran kuesioner kepada karyawan generasi Z yang berasal dari kecamatan bukit bestari, yang kemudian dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa *digital mindset* dan *self-learning orientation* berpengaruh positif dan signifikan terhadap kinerja karyawan generasi z di kecamatan bukit bestari kota Tanjungpinang, baik secara parsial maupun simultan. Hasil ini menegaskan bahwa kemampuan berpikir digital dan orientasi belajar mandiri menjadi faktor penting dalam meningkatkan kinerja karyawan generasi z di era digital saat ini.

Kata Kunci: *Digital Mindset, Self-learning Orientation*, Kinerja Karyawan, Generasi Z



ABSTRACT

This study aims to evaluate the impact of digital mindset and self-learning orientation on the performance of Generation Z employees in Bukit Bestari District, Tanjungpinang City. The rapid development of digital technology forces human resources to have a high adaptability to change. Generation Z, which has become the dominant workforce in the digital era, is expected to be able to demonstrate optimal performance through the use of technology and independent learning abilities. This study applies a quantitative approach method with an explanatory design. Data were collected through distributing questionnaires to Generation Z employees from Bukit Bestari District, which were then analyzed using multiple linear regression. The results show that digital mindset and self-learning orientation have a positive and significant effect on the performance of Generation Z employees in Bukit Bestari District, Tanjungpinang City, both partially and simultaneously. These results confirm that digital thinking skills and independent learning orientation are important factors in improving the performance of Generation Z employees in the current digital era.

Keywords: Digital Mindset, Self-learning Orientation, Kinerja Karyawan, Generation Z.

