

ABSTRAK

Perkembangan era digital menuntut perguruan tinggi untuk mampu mengelola sumber daya manusia secara optimal melalui penerapan nilai-nilai *technoentrepreneurship* dalam rangka meningkatkan kepuasan kerja dan kinerja pegawai. Fenomena di Universitas Adiwangsa Jambi menunjukkan bahwa meskipun terdapat upaya penguatan manajemen sumber daya manusia, masih ditemukan perbedaan dalam tingkat pemanfaatan teknologi, kepuasan kerja, dan capaian kinerja pegawai. Kondisi tersebut mendorong dilakukannya penelitian ini dengan tujuan untuk menganalisis pengaruh Manajemen Sumber Daya Manusia dan Technoentrepreneurship terhadap Kinerja Pegawai dengan Kepuasan Kerja sebagai variabel intervening. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian mencakup seluruh dosen dan tenaga kependidikan Universitas Adiwangsa Jambi. Penentuan sampel dilakukan dengan teknik *proportionate stratified random sampling* berdasarkan rumus Slovin, sehingga diperoleh responden yang representatif dari setiap kelompok. Instrumen penelitian berupa kuesioner dengan skala Likert lima poin yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan *Partial Least Square-Structural Equation Modeling (PLS-SEM)* dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa Manajemen Sumber Daya Manusia berpengaruh positif dan signifikan terhadap Kinerja Pegawai maupun Kepuasan Kerja. Demikian pula, Technoentrepreneurship terbukti berpengaruh positif dan signifikan terhadap Kinerja Pegawai dan Kepuasan Kerja. Selain itu, Kepuasan Kerja berpengaruh positif dan signifikan terhadap Kinerja Pegawai, serta mampu memediasi pengaruh Manajemen Sumber Daya Manusia dan Technoentrepreneurship terhadap Kinerja Pegawai. Kesimpulan dari penelitian ini adalah bahwa peningkatan kinerja pegawai Universitas Adiwangsa Jambi sangat ditentukan oleh efektivitas manajemen sumber daya manusia dan penerapan nilai-nilai *technoentrepreneurship*, baik secara langsung maupun melalui peningkatan kepuasan kerja.

Kata kunci: Manajemen Sumber Daya Manusia, Technoentrepreneurship, Kepuasan Kerja, Kinerja Pegawai

ABSTRACT

The rapid development of the digital era requires higher education institutions to optimally manage their human resources by integrating *technoentrepreneurship* values in order to improve job satisfaction and employee performance. The phenomenon at Universitas Adiwangsa Jambi indicates that although efforts have been made to strengthen human resource management, there are still variations in the utilization of technology, job satisfaction levels, and employee performance achievements. This condition encourages the implementation of this research with the aim of analyzing the influence of Human Resource Management and Technoentrepreneurship on Employee Performance with Job Satisfaction as an intervening variable. This study employs a quantitative approach using a survey method. The research population consists of all lecturers and educational staff at Universitas Adiwangsa Jambi. The sample was determined using the *proportionate stratified random sampling* technique based on the Slovin formula, resulting in a representative number of respondents from each group. The research instrument was a questionnaire with a five-point Likert scale that had been tested for validity and reliability. Data analysis was carried out using *Partial Least Square-Structural Equation Modeling (PLS-SEM)* with the assistance of SmartPLS software. The results reveal that Human Resource Management has a positive and significant effect on both Employee Performance and Job Satisfaction. Similarly, Technoentrepreneurship shows a positive and significant effect on Employee Performance and Job Satisfaction. Furthermore, Job Satisfaction positively and significantly affects Employee Performance, and it also mediates the effect of Human Resource Management and Technoentrepreneurship on Employee Performance.

The conclusion of this research is that improving employee performance at Universitas Adiwangsa Jambi is strongly determined by the effectiveness of human resource management and the application of technoentrepreneurship values, both directly and indirectly through job satisfaction.

Keywords: Human Resource Management, Technoentrepreneurship, Job Satisfaction, Employee Performance