ABSTRACT

This research aims to analyze the influence of human capital readiness on the performance of batikpreneurs through digital transformation. The research method employed in this study quantitative, utilizing purposive sampling and sample calculation techniques using the slovin method. The sample consists of 190 batik industry entrepreneurs in the city of Pekalongan who have been in business for more than 3 years and have undergone digital transformation. Data were analyzed using path analysis with the WarpPLS 8.0 program.

The results of this research reveal that (1) knowledge sharing has a positive and significant effect on digital transformation, (2) skills has a positive and significant effect on digital transformation, (3) knowledge sharing has a positive and significant effect on performance, (4) skills has a positive and significant effect on performance, (5) digital transformation has a positive and significant effect on performance, (6) knowledge sharing has a positive and significant effect on performance through digital transformation, (7) skills has a positive and significant effect on performance through digital transformation. The influence of knowledge sharing and skills on digital transformation is 60%, and on performance is 58%, while the remaining factors are influenced by other factors such as attitude, ability, and so on.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *human capital readiness* terhadap kinerja *batikpreneur* melalui transformasi digital. Metode penelitian ini menggunakan metode kuantitatif dengan teknik purposive sampling dan teknik perhitungan sampel menggunakan metode slovin. Dimana sampel pada penelitian ini berjumlah 190 pengusaha industry batik di Kota Pekalongan yang telah berusian lebih dari 3 tahun dan sudah bertransformasi digital. Data dianalisis dengan menggunakan analisis jalur dengan program WarpPLS 8.0.

Hasil penelitian ini mengungkapkan bahwa (1) *knowledge sharing* berpengaruh positif dan signifikan terhadap transformasi digital, (2) *skill* berpengaruh positif dan signifikan terhadap transformasi digital, (3) *knowledge sharing* berpengaruh positif dan signifikan terhadap kinerja, (4) *skill* berpengaruh positif dan signifikan terhadap kinerja, (5) transformasi digital berpengaruh positif dan signifikan terhadap kinerja, (6) *knowledge sharing* berpengaruh positif dan signifikan terhadap kinerja melalui transformasi digital, (7) *skill* berpengaruh positif dan signifikan terhadap kinerja melalui transformasi digital. Pengaruh *knowledge sharing* dan *skill* terhadap tranformasi digital sebesar 60%, dan terhadap kinerja sebesar 58%, sisanya dipengaruhi oleh faktor lain seperti *attitude, ability*, dan lain sebagainya.