

ABSTRAK

Putri Ernis Gea 2025 , Peran Digitalisasi Layanan Kepegawaian Melalui Aplikasi E-Kinerja
Dalam Meningkatkan Motivasi Pegawai Di BKPSDM Kota
Gunungsitoli,, Skripsi. Pembimbing (1) Fatolosa Hulu, S.E., M.M.

Dalam upaya mendukung transformasi digital di sektor kepegawaian , studi ini mengkaji peran digitalisasi layanan kepegawaian melalui aplikasi e - Kinerja dalam meningkatkan motivasi pegawai di Badan Pengembangan Sumber Daya Manusia (BKPSDM) Kota Gunungsitoli . Badan ini mengelola sumber daya manusia Aparatur Sipil Negara (ASN) . Data yang dikumpulkan melalui observasi, wawancara mendalam , dan dokumentasi, dan dianalisis melalui teknik reduksi, penyajian, dan penarikan kesimpulan . Metode penelitian yang digunakan adalah pendekatan kualitatif dengan studi kasus .

Hasil penelitian menunjukkan bahwa digitalisasi melalui *e-Kinerja* berperan signifikan dalam meningkatkan motivasi pegawai, terutama pada aspek kejelasan target kerja, transparansi penilaian, dan keadilan dalam sistem penghargaan. Faktor pendukung implementasi meliputi dukungan kebijakan, kesiapan pegawai muda dalam beradaptasi dengan teknologi, serta adanya pelatihan meskipun masih terbatas. Namun demikian, hambatan yang muncul antara lain kesenjangan literasi digital antarpegawai, keterbatasan infrastruktur teknologi, persepsi tambahan beban administratif, serta berkurangnya interaksi tatap muka yang berpengaruh pada motivasi sosial. Upaya optimalisasi yang dapat dilakukan adalah peningkatan literasi digital melalui pelatihan berkelanjutan, penguatan infrastruktur teknologi, penyederhanaan sistem input data, serta pembentukan budaya kerja digital yang adaptif namun tetap memperhatikan interaksi sosial pegawai.

Kesimpulan dari penelitian ini adalah bahwa penerapan aplikasi *e-Kinerja* terbukti memberikan kontribusi positif terhadap motivasi pegawai di BKPSDM Kota Gunungsitoli, namun efektivitasnya sangat dipengaruhi oleh kesiapan sumber daya manusia, dukungan infrastruktur, dan kebijakan manajerial yang tepat.

Kata Kunci: Digitalisasi, e-Kinerja, Layanan Kepegawaian, Motivasi Pegawai.

Putri Ernis Gea 2025 , the role of digitalization of personnel services through e-performance applications in increasing employee motivation at BKPSDM Gunungsitoli city, thesis, . supervisor (1) Fatolosa Hulu, S.E., M.M.

This study aims to determine the role of digitizing personnel services through the e-Kinerja application in improving employee motivation at the Gunungsitoli City Human Resources Development Agency (BKPSDM), an agency that manages the human resources of the State Civil Apparatus (Civil Servants). The e-Kinerja application has been implemented as an effort to support digital transformation in the personnel sector. The research method used is qualitative by utilizing case studies. Data were collected through in-depth interviews, observation, and documentation, then analyzed using approaches such as data reduction, data presentation, and drawing conclusions. in-depth interviews, observation, and documentation, then analyzed using approaches such as data reduction, data presentation, and drawing conclusions.

The research results show that digitalization through e-Performance plays a significant role in increasing employee motivation, particularly in terms of clarity of work targets, transparency of assessments, and fairness in the reward system. Supporting factors for implementation include policy support, readiness of young employees to adapt to technology, and the availability of training, although still limited. However, obstacles that arise include digital literacy gaps among employees, limited technological infrastructure, perceptions of additional administrative burdens, and reduced face-to-face interactions that impact social motivation. Optimization efforts that can be made include increasing digital literacy through ongoing training, strengthening technological infrastructure, simplifying data input systems, and establishing an adaptive digital work culture that still pays attention to employee social interactions.

The conclusion of this study is that the implementation of the e-Performance application has been proven to provide a positive contribution to employee motivation at the BKPSDM of Gunungsitoli City, but its effectiveness is greatly influenced by the readiness of human resources, infrastructure support, and appropriate managerial policies.

Keywords: Digitalization, e-Performance, Personnel Services, Employee Motivation.