

ABSTRACT

In the era of the Industrial Revolution 4.0, companies are required to transform and innovate to remain competitive. One crucial strategy to consider is digital readiness, especially in global business organizations. Currently, the construction service industry, including scaffolding services, faces challenges in technological transformation due to various factors, including the use of existing tools and employee-related issues. Therefore, employees' digital readiness becomes essential, influenced by factors such as organizational commitment and employee engagement.

This study aims to analyze organizational commitment, employee engagement, and employees' digital readiness in scaffolding organizations in the Greater Jakarta area (Jabodetabek), as well as measure the extent to which organizational commitment and employee engagement impact employees' digital readiness, both individually and collectively.

This research employs a quantitative method with a descriptive approach and a causal relationship research type. The study population consists of scaffolding organizations in Jabodetabek, making it difficult to determine the exact population size. Consequently, the Hair method is used for sampling, with a sample size of 154 respondents. Data collection is conducted through the distribution of questionnaires consisting of 49 questions related to the research variables. Data analysis is performed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS).

The study results indicate that employee engagement falls into the high category, organizational commitment is in the very high category, and digital readiness is in the high category. Furthermore, both employee engagement and organizational commitment significantly influence employees' digital readiness in scaffolding organizations in Jabodetabek.

The practical implications and recommendations of this study suggest that scaffolding company management should optimize organizational commitment and employee engagement by enhancing the alignment of values between employees and the organization, strengthening ethical leadership, providing resilience training, creating a conducive work environment, and instilling a sense of meaningful work in order to boost employee focus, enthusiasm, and dedication in facing digital transformation.

Keywords : digital readiness, organizational commitment, employee engagement, scaffolding