



**KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS BUDI LUHUR  
NOMOR : K/UBL/FEB/000/020/02/26**

**TENTANG :**

**PENGANGKATAN DOSEN PEMBIMBING TUGAS AKHIR (TESIS)  
PROGRAM MAGISTER (S2)  
FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS BUDI LUHUR  
SEMESTER GENAP TAHUN AKADEMIK 2025/2026**

**DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS BUDI LUHUR**

- Menimbang : a) Bahwa untuk meningkatkan kualitas hasil tugas akhir mahasiswa Fakultas Ekonomi dan Bisnis Universitas Budi Luhur perlu diberikan bimbingan yang cermat dan intensif;
- b) Bahwa dalam hubungan ini, dipandang perlu mengangkat Dosen Pembimbing Tugas Akhir (Tesis) Periode Semester Genap Tahun Akademik 2025/2026 bagi mahasiswa Fakultas Ekonomi dan Bisnis Universitas Budi Luhur;
- Mengingat : 1) Undang-undang No. 20 tahun 2003 tentang Sistem Pendidikan Nasional;
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- 5) Peraturan Pengurus Yayasan Pendidikan Budi Luhur Cakti Nomor: K/YBLC/KEP/000/216/06/2023 tanggal 21 Juni 2023 tentang Statuta Universitas Budi Luhur.

**MEMUTUSKAN**

- MENETAPKAN :
- PERTAMA : Menunjuk Dosen Fakultas Ekonomi dan Bisnis Program Magister (S2) Universitas Budi Luhur yang nama-namanya tercantum pada lampiran surat keputusan ini sebagai Dosen Pembimbing Tugas Akhir (Tesis) Semester Genap 2025/2026.
- KEDUA : Tugas pokok Dosen Pembimbing Tugas Akhir adalah memberikan pertimbangan dan saran substansial, memberikan arahan teknis penulisan dan memberikan persetujuan terhadap tugas akhir yang layak diajukan ke sidang tugas akhir.
- KETIGA : Dalam melaksanakan tugasnya Dosen Pembimbing Tugas Akhir bertanggung jawab kepada Dekan Fakultas Ekonomi dan Bisnis Universitas Budi Luhur melalui Ketua Program Studi.
- KEEMPAT : Keputusan ini berlaku sejak tanggal ditetapkan dan akan diubah sebagaimana mestinya apabila di kemudian hari diketahui terdapat kekeliruan.

Ditetapkan di : Jakarta  
Pada tanggal : 25 Februari 2026

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D. Pushta Rani, SE., M.Ak



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Nomor : K/UBL/FEB/000/020/02/26  
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Dekan Fakultas Ekonomi dan Bisnis  
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Nomor : K/UBL/FEB/000/020/02/26  
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Ditetapkan di : Jakarta  
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Dekan Fakultas Ekonomi dan Bisnis  
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Dr. Puspita Rani, SE., M.Ak



# Entry Kartu Bimbingan Thesis



NIM : 2431600366  
Nama : Rahmatika Renanda Riyadina  
Dosen Pembimbing : C.zurnali  
Judul Thesis : Pengaruh Kompetensi Digital, Adopsi Artificial Intelligence (AI), dan Penggunaan Media Sosial Terhadap Kinerja Karyawan Divisi Sales pada PT Asco Prima Mobilindo Cabang Bekasi

Hari / Tanggal / Jam :

Isikan Materi :

## Kartu Bimbingan Mahasiswa

| No | Tanggal                 | Materi                                                                            | Action                                         |
|----|-------------------------|-----------------------------------------------------------------------------------|------------------------------------------------|
| 1  | 25-FEB-2026<br>09:29:00 | - Bimbingan Judul - ACC judul                                                     | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 2  | 06-APR-2026<br>09:39:00 | - Bimbingan Bab 1 - Acc Bab 1                                                     | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 3  | 27-APR-2026<br>09:23:00 | - Bimbingan 2 - Acc Bab 2 dgn catatan tambah teori dan perbaiki susunan indikator | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 4  | 29-APR-2026<br>09:29:00 | - Bimbingan Bab 3 - Acc Bab 3 - Siap sidang proposal                              | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 5  | 30-APR-2026<br>08:18:00 | - Bimbingan penjelasan Bab 3                                                      | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 6  | 05-MAY-2026<br>09:20:00 | - Bimbingan Bab 3                                                                 | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 7  | 11-MAY-2026<br>08:04:00 | - Bimbingan kusioner - Acc kuesiner                                               | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 8  | 04-JUL-2026<br>02:21:00 | - Bimbingan Bab 4 dan 5 -Acc utk sidang tesis                                     | <a href="#">EDIT</a><br><a href="#">DELETE</a> |
| 9  | 04-JUL-2026<br>02:21:00 | - Bimbingan Bab 4 dan 5 -Acc utk sidang tesis                                     | <a href="#">EDIT</a><br><a href="#">DELETE</a> |





## **BERITA ACARA SIDANG TESIS**

S/UBL/PPS/301/0977/VII/26

Pada hari ini Jumat tanggal 17 Juli 2026 , telah dilaksanakan Ujian Sidang Tesis sebagai berikut:

Judul: Pengaruh Kompetensi Digital, Adopsi Artificial Intelligence (AI), dan Penggunaan Media Sosial Terhadap Kinerja Karyawan I pada PT Asco Prima Mobilindo Cabang Bekasi

- |                           |                                 |
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| 2. NIM                    | : 2431600366                    |
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| 4. Program Studi          | : Magister Manajemen            |
| 5. Pembimbing Utama       | : Dr. C.Zurnali, S.E, M.Si.     |
| 6. Pembimbing Pendamping: |                                 |

Berdasarkan penilaian pada Perumusan Masalah, Relevansi Teori dan Bidang Kajian, Metodologi dan Instrument Penelitian, Logika Pembahasan, Orisinalitas, dan Penyajian Materi, Maka Mahasiswa tersebut dinyatakan :

### **LULUS**

dengan nilai angka: 92 huruf: A

Mahasiswa tersebut di atas wajib menyerahkan hasil perbaikan Tesis dalam bentuk terjilid sesuai dengan Panduan Revisi Tesis, selambatnya tanggal 16 Agustus 2026

### **Panitia Penguji:**

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| 2. Anggota Penguji        | Prof. Dr. Setyani Dwi Lestari, M.E. (840002) |
| 3. Moderator (Pembimbing) | Dr. C.Zurnali, S.E, M.Si. (100032)           |

### **Keterangan:**

Nilai Huruf: A:90-100 A-:85-89,99 B+:80-84,99 B:75-79,99 B-:70-74,99 C+:65-69,99 C:60-64,99 C-:50-59,99 D:40-49,99 E:0-39,99



**PENGARUH KOMPETENSI DIGITAL, ADOPSI *ARTIFICIAL INTELLIGENCE* (AI), DAN PENGGUNAAN MEDIA SOSIAL TERHADAP KINERJA KARYAWAN DIVISI *SALES* PADA PT ASCO PRIMA MOBILINDO CABANG BEKASI**

**TESIS**



**RAHMATIKA RENANDA RIYADINA**

**2431600366**

**PROGRAM STUDI MAGISTER MANAJEMEN**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS BUDI LUHUR**

**JAKARTA**

**2026**



**PROGRAM STUDI MAGISTER MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS BUDI LUHUR**

**PERSETUJUAN**

**Tesis dengan judul :**

**PENGARUH KOMPETENSI DIGITAL, ADOPSI *ARTIFICIAL INTELLIGENCE* (AI), DAN PENGGUNAAN MEDIA SOSIAL TERHADAP KINERJA KARYAWAN DIVISI SALES PADA PT ASCO PRIMA MOBILINDO CABANG BEKASI**

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Disetujui untuk diujikan dalam sidang Tesis

Jakarta, Juli 2026

Dosen Pembimbing

(Dr. Cut Zurnali, S.E., M.Si.)

## ABSTRACT

2431600366

**RAHMATIKA RENANDA RIYADINA**

*The Effect of Digital Competence, Artificial Intelligence (AI) Adoption, and Social Media Use on Employee Performance in the Sales Division at PT Asco Prima Mobilindo Bekasi Branch*

**(xv + 209 pages, 2026, 3 figures, 36 tables, 22 appendices)**

*This study aims to analyze the effects of digital competence, artificial intelligence (AI) adoption, and social media use on employee performance in the sales division of PT Asco Prima Mobilindo Bekasi Branch. This study employed a quantitative approach using a survey method involving 45 respondents selected through saturated sampling or a census technique. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results indicate that digital competence has a positive and significant effect on employee performance. AI adoption also has a positive and significant effect on employee performance. Social media use has a positive and significant effect on employee performance. In addition, the research model demonstrates strong explanatory and predictive capabilities regarding employee performance. These findings suggest that strengthening digital competence, optimizing AI utilization, and using social media strategically can support improved employee performance in the sales division.*

**Keywords:** *digital competence, AI adoption, social media use, employee performance, PLS-SEM.*



## ABSTRAKSI

2431600366

RAHMATIKA RENANDA RIYADINA

Pengaruh Kompetensi Digital, Adopsi *Artificial Intelligence* (AI), dan Penggunaan Media Sosial terhadap Kinerja Karyawan Divisi *Sales* pada PT Asco Prima Mobilindo Cabang Bekasi  
(xv + 209 halaman, 2026, 3 gambar, 36 tabel, 22 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi digital, adopsi *artificial intelligence* (AI), dan penggunaan media sosial terhadap kinerja karyawan divisi *sales* pada PT Asco Prima Mobilindo Cabang Bekasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 45 responden yang ditentukan melalui teknik sampel jenuh atau sensus. Data dianalisis menggunakan metode *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa kompetensi digital berpengaruh positif dan signifikan terhadap kinerja karyawan. Adopsi AI juga berpengaruh positif dan signifikan terhadap kinerja karyawan. Penggunaan media sosial berpengaruh positif dan signifikan terhadap kinerja karyawan. Selain itu, model penelitian memiliki kemampuan penjelasan dan kemampuan prediksi yang kuat terhadap kinerja karyawan. Temuan penelitian menunjukkan bahwa penguatan kompetensi digital, optimalisasi pemanfaatan AI, dan penggunaan media sosial secara strategis dapat mendukung peningkatan kinerja karyawan divisi *sales*.

**Kata kunci:** kompetensi digital, adopsi AI, penggunaan media sosial, kinerja karyawan, PLS-SEM.

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