

## **BAB IV**

### **KESIMPULAN, REKOMENDASI DAN IMPLIKASI**

#### **4.1 Kesimpulan**

1. Berdasarkan hasil uji SPSS 29 untuk uji regresi linear sederhana dan koefisien determinasi didapatkan hasil. Dari hasil yang didapatkan bahwa literasi digital mempengaruhi niat berbagi pengetahuan karyawan di sektor retail dan di sektor manufaktur.
2. Dari hasil wawancara yang telah dilakukan terdapat perbedaan dalam penggunaan teknologi di sektor manufaktur dan retail sehingga mempengaruhi tingkat literasi digital para karyawan di masing-masing sektor. Perbedaan utamanya terdapat pada jenis penggunaan teknologi digitalnya. Di sektor manufaktur untuk penggunaan teknologi digitalnya sudah lebih canggih seperti melibatkan AI, IoT, dan otomatisasi untuk setiap proses bisnisnya. Sedangkan di sektor retail penggunaan teknologi digitalnya lebih sederhana seperti menggunakan berbagai aplikasi Microsoft, Google Analytics, Google Data Studio hingga CRM. Dari hasil survey kuesioner yang telah dilakukan didapatkan bahwa terdapat perbedaan niat berbagi pengetahuan di sektor manufaktur dan sektor retail. Karyawan yang bekerja di sektor manufaktur memiliki niat berbagi pengetahuan yang lebih tinggi dibandingkan dengan karyawan di sektor

retail karena literasi digital yang dimiliki karyawan di sektor manufaktur lebih tinggi dibandingkan dengan karyawan di sektor retail.

#### **4.2 Rekomendasi**

Setelah peneliti melakukan penelitian untuk mengetahui pengaruh variabel *digital literacy* (literasi digital) berpengaruh terhadap *knowledge sharing intention* (niat berbagi pengetahuan) karyawan di sektor manufaktur dan sektor retail maka peneliti ingin memberikan beberapa rekomendasi dengan harapan dapat menjadi manfaat bagi para pembaca.

Dari hasil survey kuesioner yang telah dilakukan peneliti merekomendasikan kepada perusahaan di sektor manufaktur untuk dapat membantu mempertahankan literasi digital pada setiap karyawan sehingga hal ini dapat membantu perusahaan untuk semakin berkembang dengan kinerja karyawan yang optimal dan agar para karyawannya tidak mengalami ketertinggalan teknologi yang terus mengalami perkembangan. Serta untuk perusahaan di sektor retail dapat mengadakan program-program sertifikasi yang dapat diikuti karyawannya sehingga mereka juga mendapatkan pengalaman dan keterampilan baru dalam menggunakan teknologi digital.

Perusahaan yang berada di sektor manufaktur dapat memberikan pelatihan dan edukasi terus menerus tentang literasi digital kepada semua karyawan, baik karyawan baru maupun lama, dengan materi yang disesuaikan dengan kebutuhan dan tingkat kemampuan mereka. Hal ini dilakukan dengan menggunakan berbagai

metode yang menarik dan interaktif, seperti *workshop*, seminar, webinar, dan *e-learning*, yang meningkatkan keterlibatan dan efisiensi pembelajaran.

Perusahaan di sektor retail memberi pelatihan dan sertifikasi dalam keahlian digital yang berkaitan dengan persyaratan industri retail seperti *e-commerce*, media sosial, dan analisis data. Untuk menjamin kualitas dan kredibilitas program sertifikasi, bekerja sama dengan lembaga pelatihan dan pendidikan terkemuka.

### **4.3 Implikasi**

Berdasarkan rekomendasi yang dapat peneliti berikan maka implikasi yang dapat diberikan yaitu apabila perusahaan memiliki literasi digital yang semakin baik maka akan membantu karyawannya untuk membagikan pengetahuannya dengan lebih baik. Cara yang dapat dilakukan oleh perusahaan seperti mengadakan acara seminar ataupun pelatihan secara khusus dalam jangka waktu tertentu untuk para karyawannya agar mereka lebih terlatih dan dapat berkembang dalam menggunakan teknologi digital.

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