

THE VALUE OF DIGITIZATION AND WORK SKILLS IN THE DEVELOPMENT OF EMPLOYEE PERFORMANCE IN SHIPPING COMPANIES

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Abstract.

Digitalization and digital skills are important for performance development, helping employees adapt, increasing productivity, and maintaining organizational competitiveness in the digital era. Based on the problems above, the research objectives can be formulated: Describe digitalization, work skills, job satisfaction, and employee performance. The respondents in this study were all employees who handled ship arrival and departure permits at 39 shipping companies in South Kalimantan, totaling 191 people. The study results indicate that technological advances encourage organizations to prioritize digitalization and digital skills to increase efficiency and competitiveness. Continuous training and digital literacy empower employees to adapt to technological changes and support productivity and innovation. Conversely, ignoring digital skills hinders adaptation, reduces productivity, and threatens the company's relevance in the rapidly evolving modern business landscape, limiting the ability to innovate according to market demands. The study's results contribute to companies prioritizing digital skills training through courses, workshops, and a culture of continuous learning to empower employees to innovate, increase productivity, and maintain competitiveness in the digital era.

Keywords: Digitalization, Job Skills, Performance, Shipping Companies

1. Introduction

Digitalization in the workplace has become increasingly prevalent in recent years as technology advances rapidly (Trenerry et al., 2021). This shift has transformed businesses operations, bringing greater efficiency, collaboration, and innovation (Berger & Frey, 2016). With digital tools and platforms, employees can work remotely, communicate in real-time, and access information at their fingertips. This has resulted in a more flexible and dynamic work environment where new opportunities for growth and development exist.

Overall, the digitalization of the workplace has created a more connected workforce that can easily adapt to the changing business landscape. As companies continue to embrace digital transformation, the need for traditional physical spaces may diminish, paving the way for more remote and virtual work environments (Ben-Zvi & Luftman, 2022). This benefits employees with improved work-life balance and flexibility while allowing businesses to access the world, increasing productivity and competitiveness. In essence, the digitalization of the workplace is revolutionizing how we work and opening the door to the future of business.

Employees must have strong digital skills to thrive in this rapidly evolving digital landscape. From basic computer literacy to more advanced technical abilities, having a strong foundation in digital literacy is essential to success in the modern workforce. As technology plays a central

role in nearly every aspect of business operation, employees proficient in digital tools and platforms will be better equipped to adapt to changing trends and drive innovation within their organizations (Fitzgerald & Laufer, 2017). Furthermore, digital skills are becoming increasingly valuable in the job market, with many employers prioritizing candidates who demonstrate proficiency in data analytics, coding, and digital marketing. As such, investing in digital skills training and development benefits not only individual employees looking to advance their careers but also businesses looking to remain competitive in an increasingly digital world.

By staying up-to-date with the latest digital tools and platforms, employees can increase their productivity and efficiency in the workplace. This can lead to better outcomes for the organization, leading to increased success and growth. In today's fast-paced world, acquiring and improving digital skills is essential for personal and professional growth. Businesses prioritizing digital skills training will be better positioned to thrive in the ever-evolving digital landscape and stay ahead of the competition.

By investing in training programs and resources focusing on digital skills, organizations can ensure their employees are ready to adapt to new technologies and trends. This benefits individual employees in terms of career growth and job security, and contributes to the company's success and sustainability. Ultimately, embracing digital skills training is essential for businesses that want to remain competitive and innovative in today's rapidly changing digital environment.

Digital skills have become a fundamental asset for employees in any industry, as they enable individuals to adapt to rapidly changing technologies and remain competitive in the job market. By investing in digital skills training, organizations can empower their workforce to significantly impact their performance and contribute to the business's overall success. As technology advances, the need for employees with strong digital skills will continue to grow, making it critical for businesses to prioritize ongoing training and development in this area (Kiron et al., 2016).

With the rise of automation and artificial intelligence, employees with digital skills will be better equipped to work with these technologies and maximize efficiency. Additionally, having a proficient workforce in digital tools and platforms can lead to increased productivity, more efficient processes, and better customer experiences. Ultimately, organizations prioritizing digital skills training will be better positioned to thrive in the evolving digital landscape and stay ahead of the competition.

For example, companies that provide regular digital skills training to their employees see significant productivity increases because workers can leverage new technologies to streamline workflows and communications. This results in faster project turnaround times, increased customer satisfaction, and a stronger competitive advantage in the marketplace.

2. Literature Review

2.1 Digitalization in the Workplace

Digitalization in the workplace refers to integrating digital technologies and devices into all business operations (Parviainen et al., 2017; Rachinger et al., 2019). This includes using software, applications, and automation to improve efficiency, productivity, and overall

performance. In today's modern business landscape, digitalization is critical to staying competitive and meeting rapidly changing market demands. Companies that embrace digitalization can adapt faster to change, make better decisions based on data analysis, and deliver better customer experiences.

Examples of digital tools and technologies used in the workplace include cloud computing, customer relationship management (CRM) software, project management platforms, and data analytics tools (Chen et al., 2016). These technologies help streamline processes, improve communication, and provide valuable insights for decision-making. By leveraging these tools, businesses can improve their operational efficiency and gain a competitive advantage in their respective industries. Furthermore, integrating digital technologies in the workplace can result in cost savings, increased collaboration among team members, and, ultimately, greater success in achieving business goals.

These digital tools can revolutionize how businesses operate and interact with their customers. By leveraging CRM software, companies can better understand their customers' needs and preferences, leading to more personalized and targeted marketing strategies. Project management platforms help teams stay organized and on track, ensuring deadlines and projects are completed efficiently. Data analytics tools provide valuable insights into customer behavior and market trends, allowing businesses to make informed decisions and stay ahead of the competition. In today's fast-paced and highly competitive business environment, embracing digital technologies is critical to long-term success and growth.

Digitalization benefits companies by increasing efficiency and productivity, and benefits employees (Cijan et al., 2019). For example, remote work opportunities enabled by digital devices allow for a better work-life balance and increased job satisfaction. Additionally, access to digital training and development resources can help employees improve their skills and advance their careers. Digitalization creates a more dynamic and engaging work environment for companies and their employees.

Furthermore, digitalization allows employees to collaborate more effectively with coworkers, regardless of their physical location. This can improve communication and teamwork, increasing job satisfaction and productivity. Additionally, digital tools such as project management software and virtual meeting platforms streamline workflows and make it easier for employees to complete tasks efficiently. In conclusion, embracing digitalization benefits companies in terms of profitability and competitiveness and improves the overall work experience for employees.

2.2 The Importance of Digital Skills for Employee Performance

In today's digital era, having a strong foundation of digital skills is critical to employee performance. These skills include proficiency in using basic computer software, navigating online platforms, and understanding data analysis (Hecker et al., 2021; Hecker & Loprest, 2019). With these skills, employees can adapt to changes in technology and the work environment, remain competitive in the job market, and contribute effectively to their teams. Investing in digital skills training for employees not only improves individual performance but also improves the overall success of the organization.

By providing employees with ongoing opportunities to improve their digital skills, companies can ensure that they stay updated with the latest trends and tools in the industry.

This not only benefits the individual employee but also increases productivity and innovation within the organization as a whole. Organizations prioritizing digital skills development excel and achieve long-term success in a rapidly evolving digital landscape.

Digital skills play a critical role in increasing productivity and efficiency in the workplace. Employees proficient in digital tools and technologies can complete tasks more quickly and accurately, resulting in smoother workflows. Additionally, these skills enable employees to automate repetitive tasks, freeing up time for more strategic and creative work. Investing in digital skills development can result in a more agile and competitive organization that is better prepared to adapt to changing market conditions.

Additionally, digital skills empower employees to collaborate efficiently with coworkers, regardless of their physical presence. This can lead to better communication, faster decision-making, and a more cohesive team dynamic. By cultivating a culture that values and prioritizes the development of digital skills, organizations can create a more innovative and forward-thinking workforce that is better prepared for future challenges. Ultimately, investing in digital skills is not just an investment in individual employees but also the long-term success and sustainability of the entire organization.

Digital skills also play a critical role in career advancement and job satisfaction. In today's rapidly evolving digital landscape, employees with strong digital skills are more likely to be considered for organizational promotions and leadership opportunities. These skills can also open up new career paths and opportunities for growth as industries continue to embrace digital transformation. Additionally, employees who feel confident in their digital skills are more likely to experience job satisfaction, as they can effectively navigate and contribute to the digital tools and platforms used in their roles. Overall, investing in digital skills can benefit the organization, the career trajectory, and the job fulfillment of individual employees.

In today's rapidly changing landscape, strong digital skills are becoming increasingly important for individuals looking to advance in their careers. Employers are looking for candidates who have mastered traditional skills and can adapt and thrive in a digital environment. By investing in digital skills, employees can position themselves as valuable assets to their organizations, increasing their chances of promotion and leadership roles. Ultimately, those who take the time to develop and master digital skills set themselves up for long-term success and job satisfaction in an ever-evolving job market.

2.3 Employee Performance Enhancement Strategy Through Digital Skills

One effective strategy to strengthen employee performance through digital skills is to implement training and development programs specifically designed to enhance these capabilities, one effective strategy to strengthen employee performance through digital skills is to implement training and development programs specifically designed to enhance technical competencies, soft skills, and digital literacy, which can lead to improved job performance (Zafar & Aleem, 2023). These programs can range from online courses and workshops to in-person training sessions led by experts in the field. By providing employees access to these resources, organizations can empower their workforce to stay on top of the latest digital trends and technologies, ultimately improving their overall performance and productivity. Additionally, continuous learning and skills development opportunities can improve employee morale and job satisfaction, leading to higher organizational engagement and retention.

Furthermore, these programs also help foster a culture of innovation and adaptability within the organization. Employees who continually learning and develop their digital skills are more likely to develop creative solutions to challenges and adapt quickly to technological changes. This benefits the individual employee and contributes to the organization's overall success and agility. In today's fast-paced and ever-evolving digital landscape, investing in training and development programs is critical to staying relevant and thriving in the market.

Fostering a culture of continuous learning and upskilling is essential to driving innovation and growth within an organization. By encouraging a growth mindset and offering learning opportunities, companies can keep their workforce competitive and adaptable in an ever-changing industry. Additionally, a culture of continuous learning can help attract and retain top talent, as employees are more engaged and motivated when they have access to ongoing development opportunities. By prioritizing learning and upskilling, organizations can create a more dynamic and resilient workforce ready to take on whatever challenges come their way.

Investing in upskilling also helps prepare the workforce for the future by preparing employees for the demands of a changing job market. By fostering a culture of lifelong learning, companies can create dynamic, adaptive teams ready to take on challenges and capitalize on opportunities as they arise. Ultimately, investing in upskilling pays off in the form of a more skilled and engaged workforce better positioned to drive innovation and propel the company to greater success.

Implementing performance metrics to measure the impact of digital skills on employee performance can provide valuable insights into the effectiveness of upskilling initiatives. Tracking performance indicators such as productivity, efficiency, and job satisfaction before and after training helps companies assess the benefits of investing in digital skills development. These metrics can also help identify areas for improvement and tailor future upskilling programs to meet specific workforce needs. Additionally, by regularly evaluating the impact of digital skills on employee performance, companies can make data-driven decisions to optimize their training strategies and ensure they maximize their return on investment. By taking a proactive approach to measuring the impact of upskilling, companies can ensure that their workforce remains competitive and adaptive in an ever-evolving digital landscape.

3. Result and Discussion

3.1 Research Result

*Table 1. Social Demographic Characteristics in South Kalimantan Shipping Companies
(n=191)*

Demographics	Frequency (%)
Gender	
Man	64 (34%)
Woman	127 (66%)
Age	
20-30	52 (27%)
31-40	74 (39%)
41- over 50	65 (34%)
Marital status	
Marry	158 (83%)

Demographics	Frequency (%)
Not married yet	33 (17%)
Education	
Senior High School	16 (8%)
Diploma or Bachelor's Degree	150 (79%)
S2	10 (5%)
S3	15 (8%)

This visualization helps us understand the relationships between different categories in two-dimensional space.

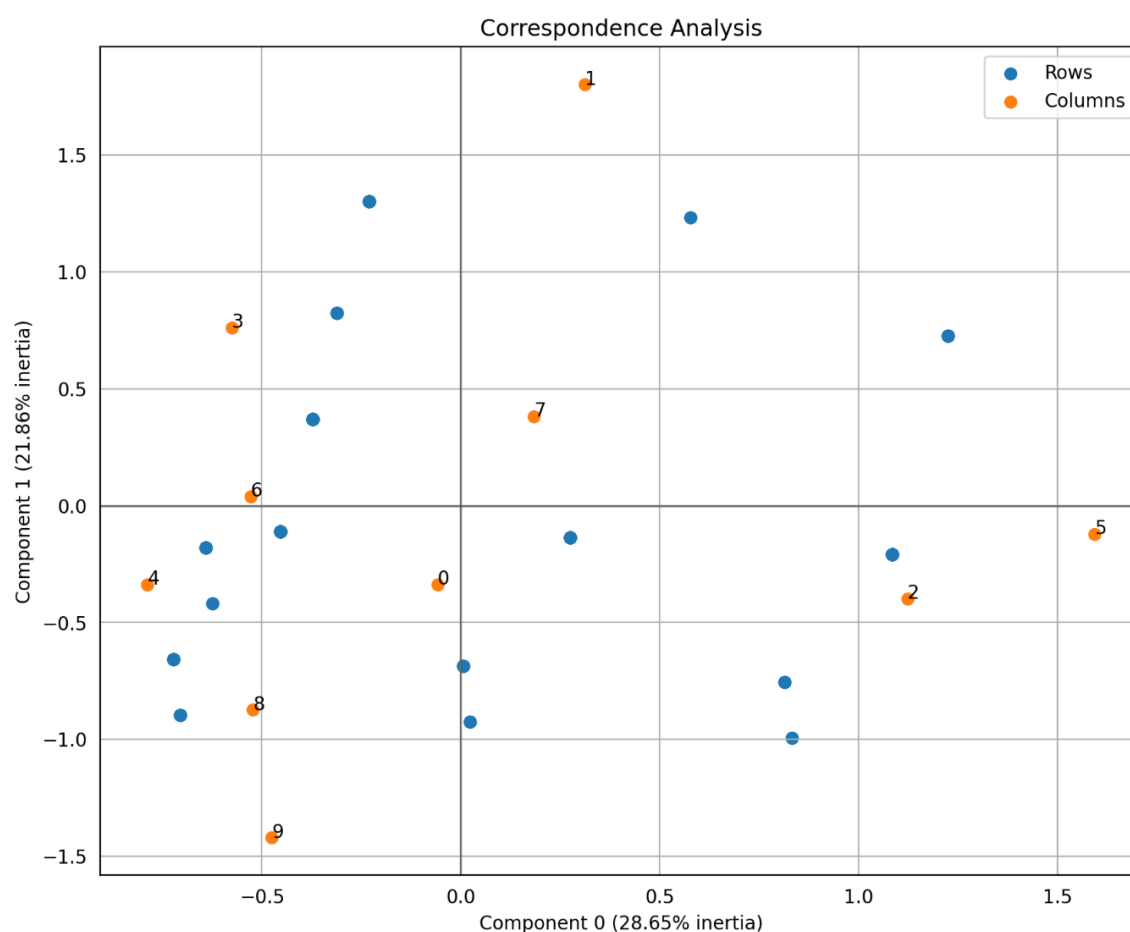


Figure 1. Correspondence Analysis

The correspondence analysis results show two main dimensions (Dimension 1 and Dimension 2) that explain the largest variation in the data, providing an overview of the structure of relationships between categories in the dataset. The proximity of the points in the plot indicates that categories that are close together tend to be similar or related. In contrast, points that are far apart indicate a lack of relationship. The plot is divided into four quadrants, which helps group categories and provides insight into specific associations.

This analysis has several key findings related to the associations between categories. The categories of young age (20-30 years), unmarried status, and female gender appear close together, indicating a possible association between them. In contrast, higher education levels (Strata 2/3) tend to be associated with older age groups and married status. The male category

is closer to the "married" category and the middle to old age group, which may indicate a specific association. In addition, one category appears to be an outlier, namely the education level of "SMK/SLTA," which appears quite different from the other categories and may reflect the unique profile of respondents with this level of education. This interpretation provides important insights into the pattern of relationships in the demographic characteristics of respondents, which can be used for targeting and segmentation purposes.

3.2 Discussion

Successful companies prioritizing digital skills training for their employees include tech giants like Google, Microsoft, and Amazon, which have implemented comprehensive upskilling programs to ensure employees have the skills to thrive in the digital age (Anderson, 2022). These companies have seen significant improvements in employee productivity, innovation, and overall job satisfaction due to their investments in digital skills training. For example, Google offers a range of online courses and certifications through its Grow with Google program, which has been shown to not only upskill employees but also increase retention rates and attract top talent. Similarly, Microsoft's AI Academy provides employees with training in artificial intelligence and machine learning, leading to a more data-driven and innovative workforce. Amazon's Career Choice program even offers employees the opportunity to pursue certifications in high-demand fields, further enhancing their digital skills and career prospects.

Digital skills have improved employee performance, including companies like IBM, where employees trained in cloud computing have streamlined processes and increased productivity. At Facebook, employees with social media marketing skills have been able to drive engagement and reach new audiences, resulting in higher sales and brand awareness. Additionally, at Salesforce, employees with proficiency in data analytics have been able to make more informed decisions and drive strategic initiatives. These examples show how digital skills directly impact employee performance and business success.

Best practices for implementing digital skills initiatives in the workplace include the importance of ongoing training and development, creating a culture that values digital literacy, and providing resources and support for employees to improve their skills. Companies must assess their organization's specific needs and goals and tailor digital skills initiatives accordingly. By investing in ongoing learning and development for their workforce, companies can remain competitive in today's digital age and drive innovation and growth.

4. Conclusion

In conclusion, rapid technological advancements have changed how businesses operate, making organizations need to prioritize digitization and digital skills development. The benefits of embracing digital transformation are clear, from increasing efficiency and productivity to staying ahead of competitors. By recognizing the importance of continuous training and cultivating a culture of digital literacy, organizations can empower their employees to adapt to the evolving digital landscape and drive success. As we move toward an increasingly digital future, investing in digital skills will be critical to staying relevant and thriving in the modern business world.

Neglecting digital skills training for employees can have significant consequences for companies in today's rapidly evolving business landscape. Lacking the necessary knowledge and skills, employees may struggle to adapt to technological advancements, resulting in decreased efficiency, productivity, and potential loss of competitiveness. Additionally, a lack of digital literacy can stifle innovation and creativity within an organization, limiting its ability to adapt to changing market trends and customer demands. Ultimately, companies that need to pay more attention to digital skills training for their employee risk becoming obsolete in an increasingly digital world.

Organizations must prioritize digital skills training for their employees to address these challenges. This can involve investing in online courses, workshops, and mentorship programs to help employees develop technical skills. Furthermore, organizations should create a culture that values continuous learning and encourages employees to stay up-to-date with the latest technology. Prioritizing digital skills training empowers employees to innovate, increase productivity, and stay competitive in a fast-paced digital environment.

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