ABSTRACT

ANALYSIS OF THE IMPACT OF LEADERSHIP BEHAVIOUR ON EMPLOYEE USE OF INFORMATION TECHNOLOGY
(CASE STUDY: PT BANYUMAS CITRA TELEVISI)

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The rapid development of information technology (IT) has driven the transformation of organisational environments and opened up new business opportunities. Organisations are required to adapt to IT to maintain competitiveness. PT Banyumas Citra Televisi (BMS TV) has integrated IT into its operations, but faces challenges such as the lack of formal policies related to IT learning and limited executive support. This study aims to examine the role of work autonomy in linking employees' use of IT with direct supervisors' transformational leadership behaviour. In addition, this study also investigates the influence of employee IT innovativeness on the effect of leadership behaviour on long-term IT use. Case study qualitative research was conducted at BMS TV by collecting data through interviews and observations of nine permanent employees. The results showed that transformational leadership encourages employees' use of IT. Confident, optimistic and innovative leaders are able to motivate employees to adopt new technologies. Employee autonomy and IT innovation also strengthen this relationship. Employees who are given freedom and responsibility, and supported by cutting-edge technology, tend to be more motivated to make optimal use of IT. This study provides insights for first-line managers to provide greater flexibility to employees in work assignments to encourage wider use of IT. In addition, managers need to pay attention to subordinates' individual IT innovativeness when demonstrating transformational leadership characteristics. This study contributes to the knowledge of extended IT use by using the concepts of job characteristics and transformational leadership theory, and establishes the moderating role of IT innovativeness between transformational leadership behaviour and extended IT use.

Keyword: Transformational leadership, Job autonomy, IT extended use, IT innovativenes