

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pelatihan berbasis *digital* terhadap motivasi kerja dengan pengembangan karir sebagai variabel mediasi pada RedSeller RedDoorz Generasi Z di wilayah Jawa Timur. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan populasi sebanyak 4.652 RedSeller Generasi Z, serta jumlah sampel 369 responden yang ditentukan menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner yang diukur menggunakan skala Likert. Analisis data dilakukan dengan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) menggunakan *software* SmartPLS. Hasil penelitian menunjukkan bahwa pelatihan berbasis *digital* berpengaruh positif dan signifikan terhadap motivasi kerja dan pengembangan karir. Pengembangan karir juga berpengaruh positif dan signifikan terhadap motivasi kerja serta memediasi pengaruh pelatihan berbasis *digital* terhadap motivasi kerja. Penelitian ini memberikan kontribusi bagi pengembangan strategi pelatihan *digital* dan sistem pengembangan karir yang sesuai dengan karakteristik Generasi Z.

Kata Kunci: Pelatihan Berbasis *Digital*, Motivasi Kerja, Pengembangan Karir, Generasi Z, SEM-PLS, RedSeller RedDoorz.

ABSTRACT

This study aims to analyze the effect of digital-based training on work motivation with career development as a mediating variable among Generation Z RedSeller RedDoorz in East Java. This research employs a quantitative explanatory approach with a population of 4,652 Generation Z RedSellers and a sample of 369 respondents determined using purposive sampling. Data were collected through questionnaires measured using a Likert scale. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS software. The results indicate that digital-based training has a positive and significant effect on work motivation and career development. Career development also has a positive and significant effect on work motivation and mediates the relationship between digital-based training and work motivation. This study contributes to the development of digital training strategies and career development systems that are aligned with the characteristics of Generation Z.

Keywords: *Digital Based Training, Work Motivation, Career Development, Generation Z, SEM-PLS, RedSeller RedDoorz.*