

Thesis Submission



**“THE INFLUENCE OF DIGITAL COLLABORATION, TECHNOLOGY ADOPTION, AND COMMUNICATION
EFFICIENCY ON COMMUNICATION EFFECTIVENESS AMONG GEN Z EMPLOYEES”**

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The Influence of Digital Collaboration, Technology Adoption, and Communication Efficiency on Communication Effectiveness among Gen Z Employees

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Abstract

Rapidly developing digital technology has influenced changes in communication patterns in the workplace, especially for Gen Z employees who are known as a generation that is digitally literate. This study aims to analyze the effects of digital collaboration, technology adoption, and communication efficiency on communication effectiveness among Gen Z employees. This research was conducted using a quantitative approach, in which data was collected through questionnaires distributed to 211 respondents who were active users of digital collaboration platforms in the workplace. The data was analyzed using multiple regression analysis with the SPSS platform. The results showed that digital collaboration, technology adoption, and communication efficiency each had a significant partial influence on communication effectiveness. In addition, the combined influence of the three independent variables or simultaneously contributes significantly to improving communication effectiveness, with an R^2 value of 0.951, which means that 95.1% of communication effectiveness can be explained by these three independent variables. These results also indicate that to achieve communication effectiveness among Gen Z employees, there needs to be an increase in digital collaboration, the adoption of appropriate technology, and ensuring communication efficiency. This study can provide theoretical contributions to communication studies and practical recommendations.

Keywords: Digital Collaboration, Technology Adoption, Communication Efficiency, Communication Effectiveness, Gen Z, Employees, Communication Workplace,

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“For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease.” (QS. Al-Inshirah 94:5–6). With my faith and firm conviction, I always include my God, Allah SWT. I believe that God is always with me in every step of my life. Despite the difficulties I have experienced, especially during this research, I am confident that God will provide ease. Furthermore, this research would never have been completed without His blessings and grace.

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