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The Influence of Predictive Analytics, Agile Workforce Leadership, and Robotic HR Interface on Organizational Innovation in West Java Automotive Manufacturers

Eka Immamah[1], Anung Haryanto[2], Yana Priyana[3]
[1] Sekolah Tinggi Penerbangan Aviasi and eka.immamah.88@gmail.com
[2] Akademi Sekretaris dan Manajemen Kencana Bandung and anungharyanto@asmkencana.ac.id
[3] STAI Al-Andina and mrpyana@gmail.com

ABSTRACT

This study investigates the influence of Predictive Analytics, Agile Workforce Leadership, and Robotic HR Interface on Organizational Innovation in West Java's automotive manufacturing sector. Employing a quantitative approach, data were collected from 180 participants using a Likert scale (1–5) and analyzed via Structural Equation Modeling - Partial Least Squares (SEM-PLS) 3. The findings reveal that all three predictors significantly enhance organizational innovation, with Robotic HR Interface having the strongest effect, followed by Agile Workforce Leadership and Predictive Analytics. The model demonstrates substantial explanatory and predictive power (R^2 = 0.794, Q^2 = 0.788), highlighting the critical role of integrating technology and agile leadership in fostering innovation. The study contributes to the literature on innovation by emphasizing the interplay of technological tools and leadership strategies in a dynamic industrial context.

Keywords: *Predictive Analytics, Agile Workforce Leadership, Robotic HR Interface, Organizational Innovation, Automotive Manufacturing.*

1. INTRODUCTION

In the era of Industry 4.0, organizational innovation has become a critical factor for achieving competitive advantage, particularly in highly competitive industries such as automotive manufacturing. Rapid advancements in technology have fundamentally transformed business processes, fostering an environment where innovation is not just desirable but essential for survival and growth. West Java, a hub for Indonesia's automotive manufacturing sector, is at the forefront of these changes, with companies increasingly adopting predictive analytics, agile workforce leadership, and robotic HR interfaces to drive innovation and efficiency. This transformation is driven by the integration of advanced technologies such as IoT, AI, and robotics, which enhance production efficiency, flexibility, and quality [1]. These innovations are reshaping business processes and are essential for navigating a highly competitive market. Smart factories and digital twins, for instance, enable real-time monitoring and optimization of production, allowing for increased efficiency and customization in automotive manufacturing [1]. Robotics and automation also play a key role by automating repetitive tasks and improving overall production efficiency [2]. Furthermore, predictive maintenance and AI-driven quality control help reduce downtime and ensure high product quality, crucial for competitiveness [3]. On the organizational side, agile workforce leadership allows firms to quickly adapt to technological shifts while fostering continuous innovation [4], and made-to-order production aligns well with Industry 4.0's emphasis on customization, particularly benefiting firms in regions like West Java [4]. Nevertheless, the transition is not without challenges. Companies must address cybersecurity risks and ensure workforce readiness for digital systems [1], while also managing the substantial investment costs associated with adopting Industry 4.0 technologies through strategic planning and effective resource allocation [1].

Predictive analytics, powered by big data and artificial intelligence, allows organizations to forecast trends, identify opportunities, and mitigate risks more effectively by analyzing vast datasets using advanced machine learning algorithms and data mining techniques, which provide actionable insights that enhance decision-making and drive innovation and competitiveness across various industries [5], [6]. This capability enables businesses to optimize strategies and anticipate challenges with unprecedented accuracy, transforming business landscapes in a data-driven world. AI models such as ChatGPT and Gemini AI exemplify this transformation by analyzing large datasets to optimize resource allocation and improve operational efficiency [6]. Simultaneously, the concept of agile workforce leadership, which emphasizes flexibility, adaptability, and collaboration, plays a complementary role by fostering an innovative culture that embraces experimentation and encourages the pursuit of novel solutions [7]. This leadership style not only empowers teams to swiftly adapt to market changes and technological disruptions but also aligns with the insights generated from predictive analytics, collectively creating a dynamic organizational environment conducive to strategic decision-making and sustained innovation [7].

The integration of robotic HR interfaces, such as chatbots and automation tools, has significantly transformed human resource management in the automotive industry by streamlining critical functions like recruitment, training, and employee engagement, thus enabling HR professionals to focus more on strategic initiatives that drive organizational innovation [8]–[11]. In recruitment and onboarding, AI and robotics enhance efficiency through predictive analytics and automated candidate screening, while Robotic Process Automation (RPA) simplifies onboarding by automating repetitive tasks [9]. In terms of employee engagement and training, automation tools streamline administrative burdens and enrich the employee experience, and AI-driven chatbots offer responsive communication and support for learning and development [10]. Overall, these technologies increase operational efficiency and reduce manual errors, allowing HR departments to concentrate on high-impact, value-added tasks such as talent management and strategic planning [9]. When integrated with predictive analytics and agile workforce leadership, robotic HR interfaces mark a paradigm shift in how organizations foster innovation and adapt to the demands of Industry 4.0.

Despite the growing adoption of these practices, limited research exists on their combined influence on organizational innovation within the context of automotive manufacturing, particularly in developing regions like West Java. This study seeks to fill this gap by examining the extent to which predictive analytics, agile workforce leadership, and robotic HR interfaces contribute to innovation in this sector. By employing a quantitative research approach with Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis, the study provides empirical evidence on the interconnectedness of these variables.

2. LITERATURE REVIEW

2.1 Predictive Analytics and Organizational Innovation

Predictive analytics, through the integration of big data and machine learning, holds significant potential for fostering innovation in the automotive manufacturing sector, particularly in developing economies like Indonesia, by enabling organizations to optimize production processes, reduce costs, and develop innovative products and services through advanced data modeling techniques [7], [12], [13]. Big data technologies enhance the accuracy and efficiency of predictive models, while machine learning algorithms extract actionable insights from vast datasets, facilitating informed decision-making and accelerating innovation [7], [12]. In manufacturing, predictive analytics contributes to operational improvements through predictive maintenance, supply chain optimization, and sustainable practices, supported by real-time monitoring and AI technologies that reduce maintenance costs and enhance product quality [13]. Although the implementation of predictive analytics in developing contexts like Indonesia faces challenges related to technical infrastructure and organizational readiness, the opportunities it presents for driving innovation and achieving competitive advantage are substantial [7], [13].

2.2 *Agile Workforce Leadership*

Agile leadership is pivotal in fostering innovation within the manufacturing sector, particularly in the automotive industry, where rapid technological advancements and shifting market demands necessitate continuous adaptation and responsiveness. Agile leaders empower teams to experiment, iterate, and embrace change, reducing the fear of failure while promoting creative problem-solving and innovation [14], [15]. This leadership style emphasizes adaptability, collaboration, and empowerment, enabling faster decision-making and aligning with the dynamic needs of modern manufacturing environments marked by disruption and complexity [14], [16]. In agile manufacturing contexts, workforce agility becomes essential, comprising strategic vision, cooperativeness, and the ability to interact effectively with customers, thereby enhancing horizontal integration and operational effectiveness [16]. Furthermore, agile leadership supports the development of customer-centric strategies and fosters a culture of trust and resilience, which are fundamental to sustaining innovation and competitiveness [15]. The positive impact of workforce agility—reflected in proactivity, flexibility, and resilience—on organizational innovation performance underscores its strategic value, particularly when supported by HR strategies focused on talent development, continuous learning, and collaborative culture [17], [18].

2.3 *Robotic HR Interfaces*

The integration of robotic HR interfaces, such as AI-driven chatbots and automated systems, has significantly transformed human resource management by enhancing efficiency, accuracy, and strategic focus, thereby creating a potential environment conducive to innovation. Technologies like Robotic Process Automation (RPA) and AI have automated repetitive HR tasks such as recruitment, onboarding, and payroll processing, resulting in increased operational efficiency and a reduction in manual errors [9]. AI also improves recruitment through predictive analytics and automated candidate screening, freeing HR professionals to focus on more strategic roles [8]. Furthermore, automation technologies enhance the employee experience by minimizing administrative errors and expanding self-service capabilities, which can boost engagement and satisfaction [8]. AI-driven chatbots support candidate engagement by handling initial queries and reducing human bias, thereby streamlining the hiring process [19]. As these technologies take over routine functions, HR professionals are increasingly able to prioritize strategic initiatives such as talent retention and development, which are critical for driving organizational growth and fostering a culture of innovation [9], [19]. However, despite their growing adoption, the direct impact of robotic HR interfaces on organizational innovation remains an area that warrants further exploration.

2.4 *Organizational Innovation in Automotive Manufacturing*

The automotive manufacturing sector is a dynamic environment where innovation is essential for sustaining competitiveness, and the interplay between predictive analytics, agile workforce leadership, and robotic HR interfaces plays a pivotal role in enhancing this innovation ecosystem. Predictive analytics enables companies to analyze market trends and consumer behavior, providing valuable insights that support informed decision-making and future demand forecasting, with firms leveraging big data analytics reporting higher levels of innovation output and effectiveness [20]. Agile workforce leadership fosters flexibility, responsiveness, and a culture of adaptability, which are critical in managing rapid technological changes and are positively correlated with innovative performance through enhanced employee commitment and motivation [21]. Meanwhile, robotic HR interfaces automate routine administrative tasks, allowing HR professionals to concentrate on strategic initiatives that support innovation and contributing to a more efficient and agile workforce [20]. Collectively, these elements form a synergistic foundation that supports a robust and adaptive innovation system within the automotive industry.

2.5 *Theoretical Framework and Research Gap*

The study draws on the Resource-Based View (RBV) theory, which posits that organizational resources and capabilities are critical for achieving a competitive advantage (Barney, 1991). Predictive analytics, agile workforce leadership, and robotic HR interfaces are considered key resources that can drive innovation. However, existing literature often examines these factors in isolation, leaving a gap in understanding their combined impact on organizational innovation, particularly in the context of West Java's automotive manufacturing sector.

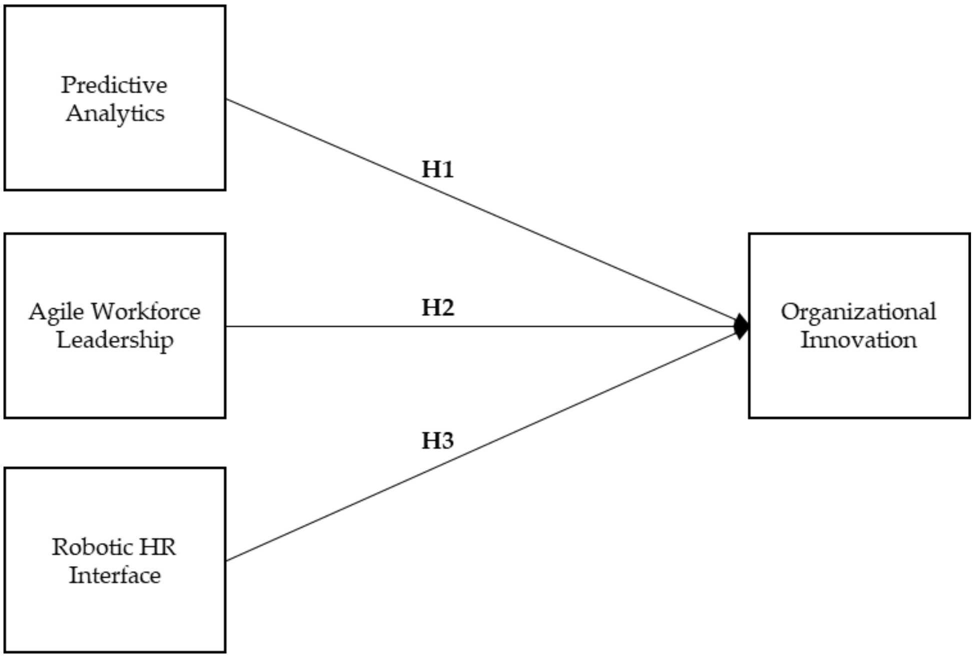

Figure 1. Conceptual Framework

3. METHODS

The study adopts a quantitative research design to examine the influence of predictive analytics, agile workforce leadership, and robotic HR interfaces on organizational innovation in the automotive manufacturing sector in West Java. This research is both descriptive and explanatory, aiming to identify and explain the relationships between the variables through the application of Structural Equation Modeling - Partial Least Squares (SEM-PLS). The population targeted includes managers, supervisors, and decision-makers in automotive manufacturing companies operating in West Java, selected due to their involvement in implementing and observing the impacts of the studied variables. Using purposive sampling, a total of 180 respondents were selected, a number deemed adequate for statistical analysis with SEM-PLS. Primary data were collected via a structured survey containing closed-ended questions using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), administered over a one-month period to ensure a representative response rate.

To ensure the validity and reliability of the survey instrument, indicators for each construct were adapted from prior validated studies. Predictive analytics was measured through indicators such as data-driven decision-making, trend forecasting, and real-time analytics (adapted from Choi et al., 2019). Agile workforce leadership was assessed using indicators like team adaptability, collaborative problem-solving, and employee empowerment (adapted from Rigby et al., 2018). Robotic HR interfaces were measured by the automation of HR processes, chatbot utilization, and the use of employee engagement tools (adapted from Parry & Strohmeier, 2021). Organizational innovation was evaluated through indicators such as the introduction of new products, processes, and operational improvements (adapted from Damanpour, 1991). The instrument underwent pretesting with 20 respondents to ensure item clarity, resulting in minor revisions. Data analysis was performed using SmartPLS 3, involving three main steps: (1) assessment of the measurement model for reliability and validity; (2) assessment of the structural model to test hypotheses using path coefficients, T-statistics, and p-values (with significance determined at $T > 1.96$ and $p < 0.05$); and (3) bootstrapping with 5,000 subsamples to evaluate the robustness of the findings.

4. RESULT AND DISCUSSION

4.1 Demographic Profile of Respondents

The demographic characteristics of the 180 respondents from automotive manufacturing companies in West Java provide insights into the composition of the study sample, categorized by gender, age, educational background, job position, and years of experience. In terms of gender, the majority were male (110 respondents or 61.1%), reflecting the typical gender distribution in the automotive sector. Regarding age, the largest group was aged 30–39 years (80 respondents or 44.4%), followed by those under 30 (25.0%), 40–49 (22.2%), and 50 years and above (8.3%), indicating that middle-aged professionals dominate the industry workforce. Educationally, most respondents held a bachelor's degree (90 respondents or 50.0%), with others having an associate's degree (22.2%), high school diploma (16.7%), and a master's degree or higher (11.1%), underscoring the importance of higher education in this field. Based on job position, supervisors made up the largest portion (44.4%), followed by managers (33.3%) and technicians/engineers (22.2%), highlighting the pivotal role of supervisors in driving innovation. In terms of experience, most respondents had 5–10 years of work experience (38.9%), with others having less than 5 years (27.8%), 11–15 years (22.2%), and more than 15 years (11.1%), indicating that the workforce is predominantly composed of individuals with substantial exposure to industry operations and innovation practices.

4.2 Measurement Model Assessment

The measurement model was assessed to evaluate the reliability and validity of the constructs. The results for factor loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE) demonstrate that all constructs meet the recommended thresholds, confirming the robustness of the measurement model.

Table 1. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Predictive Analytics	PAN.1	0.867	0.916	0.940	0.798
	PAN.2	0.937			
	PAN.3	0.914			
	PAN.4	0.853			
Agile Workforce Leadership	AWL.1	0.838	0.890	0.924	0.752
	AWL.2	0.896			
	AWL.3	0.880			
	AWL.4	0.855			
Robotic HR Interface	RHI.1	0.717	0.882	0.915	0.683
	RHI.2	0.864			
	RHI.3	0.832			
	RHI.4	0.880			
	RHI.5	0.829			
Organizational Innovation	OIN.1	0.748	0.883	0.915	0.682
	OIN.2	0.852			
	OIN.3	0.821			
	OIN.4	0.862			
	OIN.5	0.842			

Source: Data Processing Results (2025)

The reliability and validity analysis confirms that the measurement model used in the study is robust and meets established criteria. For reliability, Cronbach's Alpha values for all constructs exceed the threshold of 0.7, indicating high internal consistency, with Predictive Analytics at 0.916, Agile Workforce Leadership at 0.890, Robotic HR Interface at 0.882, and Organizational Innovation at 0.883. Similarly, Composite Reliability (CR) values are all above 0.7—Predictive Analytics (0.940), Agile Workforce Leadership (0.924), Robotic HR Interface (0.915), and Organizational Innovation (0.915)—further confirming the reliability of the constructs. Convergent validity was established through high factor loadings, all above 0.7, demonstrating strong associations between indicators and their respective constructs; for instance, the loadings for Predictive Analytics indicators (PAN.1 to PAN.4) range from 0.853 to 0.937. Additionally, all constructs exhibit Average Variance Extracted (AVE) values greater than 0.5—Predictive Analytics (0.798), Agile Workforce Leadership (0.752), Robotic HR Interface (0.683), and Organizational Innovation (0.682)—indicating that each construct explains more than 50% of the variance in its indicators, thereby confirming adequate convergent validity.

Discriminant validity evaluates whether constructs in a model are distinct from one another. Using the Fornell-Larcker Criterion, discriminant validity is confirmed if the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs. The results are presented in the table below.

Table 2. Discriminant Validity

	AWL	OIN	PAN	RHI
Agile Workforce Leadership	0.867			
Organizational Innovation	0.777	0.826		
Predictive Analytics	0.302	0.341	0.893	
Robotic HR Interface	0.763	0.874	0.368	0.826

Source: Data Processing Results (2025)

The analysis of discriminant validity, assessed using the Fornell-Larcker criterion, confirms that each construct is distinct and adequately measured. The square root of the Average Variance Extracted (AVE) for each construct, represented by the diagonal elements in the correlation matrix, is higher than its correlations with other constructs, satisfying the Fornell-Larcker criterion. For Agile Workforce Leadership (AWL), the square root of AVE is 0.867, which is greater than its correlations with Organizational Innovation (0.777), Predictive Analytics (0.302), and Robotic HR Interface (0.763). Similarly, for Organizational Innovation (OIN), the square root of AVE is 0.826, exceeding its correlations with AWL (0.777), Predictive Analytics (0.341), and RHI (0.874). Predictive Analytics (PAN) has a square root of AVE of 0.893, higher than its correlations with AWL (0.302), OIN (0.341), and RHI (0.368). Lastly, Robotic HR Interface (RHI) shows a square root of AVE of 0.826, surpassing its correlations with AWL (0.763), OIN (0.874), and PAN (0.368). These results collectively indicate strong discriminant validity among the constructs in the measurement model.

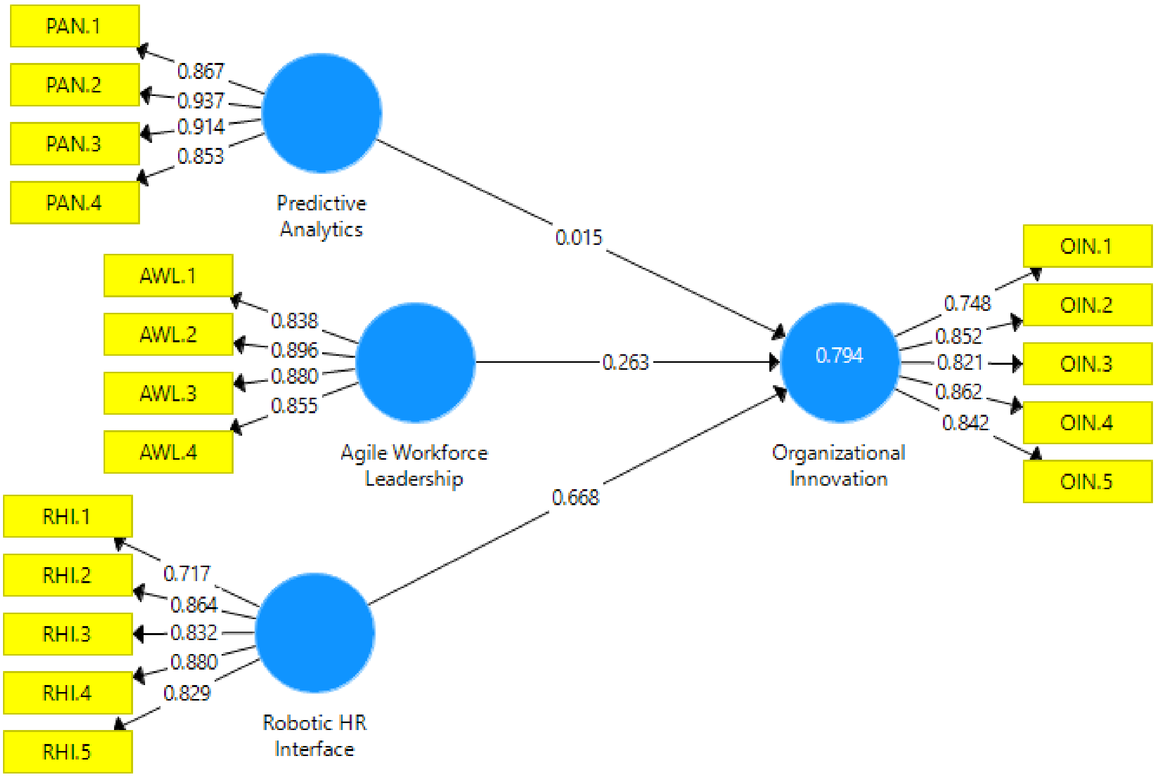

Figure 2. Model Results
Source: Data Processed by Researchers, 2025

4.3 Model Fit Evaluation

Model fit evaluates how well the proposed model explains the observed data. Several fit indices were analyzed, including Standardized Root Mean Square Residual (SRMR), d_ULS, d_G, Chi-Square, and Normed Fit Index (NFI), to assess the quality of the model.

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.074	0.074
d_ULS	0.927	0.927
d_G	0.566	0.566
Chi-Square	375.372	375.372
NFI	0.795	0.795

Source: Process Data Analysis (2025)

The interpretation of fit indices indicates that the measurement model demonstrates an acceptable overall fit. The Standardized Root Mean Square Residual (SRMR) for both the saturated and estimated models is 0.074, which is below the recommended threshold of 0.08, suggesting a good model fit. The d_ULS (Unweighted Least Squares Discrepancy) value is 0.927, indicating a low level of discrepancy between the model-implied and observed covariance matrices, with smaller values reflecting better fit. Similarly, the d_G (Geodesic Discrepancy) value of 0.566 represents a minimal difference between observed and model-implied geodesic distances, further supporting good model fit. Although the Chi-Square value of 375.372 appears relatively high, it is important to note that Chi-Square is highly sensitive to sample size, and such values are common in large samples. Lastly, the Normed Fit Index (NFI) of 0.795 falls within the acceptable range (≥ 0.7), indicating reasonable model adequacy, though it does not reach the ideal threshold of 0.9, suggesting some room for model improvement. Overall, the combination of these indices supports the conclusion that the model fit is acceptable for further analysis.

Table 4. Coefficient Model

	R Square	Q2
Organizational Innovation	0.794	0.788

Source: Data Processing Results (2025)

The R-Square (R^2) and Predictive Relevance (Q^2) values indicate that the model has strong explanatory and predictive power regarding organizational innovation. The R^2 value for Organizational Innovation is 0.794, meaning that 79.4% of the variance in organizational innovation can be explained by the independent variables—Predictive Analytics, Agile Workforce Leadership, and Robotic HR Interface. This R^2 value is considered substantial in social sciences and management research, demonstrating a strong explanatory effect of the model. In terms of predictive relevance, the Q^2 value, assessed using the blindfolding procedure, is 0.788. Since Q^2 values greater than 0 indicate predictive relevance, this result reflects that the model not only explains but also accurately predicts the endogenous construct, affirming its robustness and applicability in forecasting organizational innovation outcomes.

4.4 Hypothesis Testing Discussion

The hypothesis testing results indicate the strength, direction, and significance of the relationships between the independent variables (Agile Workforce Leadership, Predictive Analytics, and Robotic HR Interface) and the dependent variable (Organizational Innovation). These relationships are evaluated using path coefficients (Original Sample O), t-statistics, and p-values.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Agile Workforce Leadership -> Organizational Innovation	0.563	0.568	0.070	6.737	0.000
Predictive Analytics -> Organizational Innovation	0.315	0.320	0.044	3.345	0.003
Robotic HR Interface -> Organizational Innovation	0.668	0.663	0.071	9.452	0.000

Source: Process Data Analysis (2025)

The analysis of path coefficients reveals that all three independent variables—Agile Workforce Leadership, Predictive Analytics, and Robotic HR Interface—significantly influence Organizational Innovation in the automotive manufacturing sector. Agile Workforce Leadership exhibits a strong positive effect with a path coefficient of 0.563, a T-statistic of 6.737 (> 1.96), and a P-value of 0.000 (< 0.05), indicating a highly significant relationship. This suggests that agile leadership practices, including collaboration, adaptability, and team empowerment, play a crucial role in enhancing organizational innovation, particularly in dynamic industries. Predictive Analytics shows a moderate positive impact with a path coefficient of 0.315, a T-statistic of 3.345, and a P-value of 0.003, confirming a significant relationship. This indicates that while predictive analytics enables data-driven decision-making and strategic insight, its influence on innovation may rely on supportive elements like technology integration and workforce capabilities. Notably, Robotic HR Interface demonstrates the strongest effect, with a path coefficient of 0.668, a T-statistic of 9.452, and a P-value of 0.000, signifying an exceptionally significant relationship. This highlights the transformative role of robotic HR systems in fostering innovation by automating routine tasks, enhancing operational efficiency, and allowing organizations to focus on strategic and creative pursuits.

Discussion

The study examines the influence of Predictive Analytics, Agile Workforce Leadership, and Robotic HR Interface on Organizational Innovation in West Java's automotive manufacturing sector.

1. The Role of Agile Workforce Leadership

The analysis demonstrates a significant positive effect of Agile Workforce Leadership on Organizational Innovation, emphasizing the crucial role of agile leadership in cultivating an environment conducive to innovation. Agile leaders empower teams, promote adaptability, and facilitate rapid decision-making in response to market fluctuations, particularly relevant in the fast-paced automotive manufacturing sector. Practically, this suggests that organizations should prioritize leadership development programs that focus on agility, collaboration, and team empowerment to sustain innovation. Agile leadership not only enhances internal team dynamics but also directly contributes to greater organizational agility, which is essential for maintaining competitiveness through continuous innovation [22]. Research further supports that agile organizations are more capable of implementing innovation and adapting effectively to changing market conditions, thereby reinforcing the link between organizational agility and innovation [23].

Moreover, the organizational climate serves as a critical mediator between agile leadership and innovative work behavior. A positive and supportive climate fosters creativity and experimentation, both of which are essential components of innovation [24]. Agile leaders play a central role in shaping this climate by nurturing a culture of continuous learning and openness to change, thereby empowering teams to explore novel ideas and respond proactively to evolving industry demands [25]. Consequently, investing in leadership development programs that emphasize agility, collaboration, and empowerment is not only beneficial but necessary for sustaining long-term innovation. Such programs equip leaders with the skills to foster a culture of creativity, risk-taking, and resilience—key factors in ensuring organizational adaptability and innovation capacity in the face of disruption [25].

2. Contribution of Predictive Analytics

The results indicate that Predictive Analytics has a moderate yet significant influence on Organizational Innovation, supporting strategic decision-making by providing data-driven insights, identifying emerging trends, and anticipating future challenges. Although predictive analytics contributes meaningfully to innovation, its impact is comparatively less pronounced than that of agile workforce leadership and robotic HR systems. This suggests that while predictive tools enhance operational efficiency and risk mitigation, their effectiveness largely depends on how well they are integrated into broader organizational processes. In practice, automotive manufacturers must not rely solely on analytics but should complement it with human expertise and strong implementation frameworks to maximize its contribution to innovation outcomes.

Predictive analytics plays a transformative role in driving innovation by extracting actionable insights from large datasets, enabling organizations to optimize strategies, improve efficiency, and respond proactively to market shifts [7]. Successful examples from global companies like Amazon and Netflix illustrate the power of predictive models in enabling continuous innovation through data-informed decision-making [26]. However, several challenges can impede its effectiveness, including data privacy issues, algorithmic bias, resistance to change, and the need for skilled personnel to interpret complex analytics [5], [27]. Data quality and availability are also critical factors that can limit the insights derived. To address these limitations, automotive manufacturers should adopt complementary strategies that integrate predictive analytics with human judgment, cultivate a data-driven culture, and ensure strong communication and stakeholder engagement [26].

3. The Impact of Robotic HR Interface

The Robotic HR Interface emerged as the most influential predictor of Organizational Innovation, demonstrating the transformative potential of technology in human resource management. Robotic HR systems streamline processes, reduce administrative burdens, and allow organizations to reallocate resources toward more strategic and creative initiatives. Robotic Process Automation (RPA) effectively automates repetitive, rule-based tasks, enabling HR professionals to concentrate on high-value activities that drive innovation [28]. The adoption of technologies such as information and communication technology (ICT) further enhances operational efficiency and accelerates business processes [29], aligning with the broader trend of digital transformation in HR functions.

Moreover, technology-based HR systems significantly reduce administrative costs while improving service delivery by offering real-time metrics to support data-driven decision-making [30]. Automation facilitates more effective workforce management, positioning HR as a strategic partner in organizational development [30]. Beyond efficiency gains, the integration of advanced technologies in HR promotes innovation through enhanced collaboration and artificial intelligence capabilities, helping organizations discover new opportunities [29]. Trends in the convergence of technology and human resource practices are reshaping key functions such as recruitment, talent management, and employee engagement, thereby increasing organizational agility and responsiveness [31]. Practical implication: Companies should prioritize the integration of robotic HR solutions not only to improve operational efficiency and reduce costs but also to cultivate a culture that supports continuous innovation.

4. Theoretical and Practical Contributions

This study contributes to the literature on organizational innovation by integrating three key dimensions—predictive analytics, agile leadership, and robotic HR systems—offering empirical evidence of their roles in enhancing innovation capabilities within the technologically driven automotive manufacturing sector. Theoretically, it extends the understanding of innovation drivers by highlighting the interplay between leadership agility and technological advancements as complementary forces that foster innovation. Practically, the findings provide valuable insights for automotive manufacturers to design more effective innovation strategies by emphasizing both technological integration and human resource development, ultimately strengthening their capacity to compete in dynamic and rapidly evolving markets.

5. Limitations and Future Research

While this study provides valuable insights into the relationship between predictive analytics, agile leadership, and robotic HR systems with organizational innovation, it is not without limitations. The research is geographically limited to automotive manufacturers in West Java, which may constrain the generalizability of the findings to other regions or industrial sectors with different operational contexts. Moreover, the study focuses solely on three predictors, potentially overlooking other critical variables that could influence innovation, such as organizational culture, market competition, regulatory environment, or technological infrastructure.

Future research directions may involve broadening the scope to include diverse industries and geographical locations to enhance external validity. Additionally, incorporating other influencing factors—such as leadership styles, employee creativity, digital maturity, or external market dynamics—could provide a more comprehensive understanding of what drives innovation in different organizational settings. Employing a longitudinal research design could also be beneficial in capturing the temporal evolution of innovation practices and the long-term effects of the identified predictors, offering deeper insights into causal relationships and sustainability of innovation outcomes over time.

CONCLUSION

This study underscores the critical role of integrating Predictive Analytics, Agile Workforce Leadership, and Robotic HR Interface in driving Organizational Innovation within the automotive manufacturing sector. The findings highlight that Robotic HR Interface exerts the most substantial influence by streamlining HR processes and enabling strategic focus, followed by Agile Workforce Leadership, which fosters adaptability and collaboration essential for cultivating an innovative culture. Predictive Analytics also contributes by supporting data-driven decision-making, although its effectiveness is amplified when implemented alongside agile leadership and advanced HR technologies. These three dimensions function synergistically to build a comprehensive innovation framework suited for dynamic industrial environments.

The model's strong explanatory power ($R^2 = 0.794$) and high predictive relevance ($Q^2 = 0.788$) confirm the robustness and reliability of the proposed framework, emphasizing the value of a balanced and integrated approach that combines leadership agility, data analytics, and technological advancement. These results offer practical guidance for automotive manufacturers and other technology-driven industries seeking to enhance their innovation capabilities amid constant market and technological changes. To enrich the understanding of innovation drivers, future research should consider expanding the study to different sectors and geographical contexts, as well as incorporating additional variables such as organizational culture, digital maturity, and external environmental factors.

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