

ABSTRACT

PT. GSM continues to make various Innovations in technology, including those aimed at the internal organizations, in order to improve the Work Ethic and work productivity of employees. Based on this background, the purpose of this study is to analyze: (i) Respondents opinions about digital innovations that already exist at PT. GSM; (ii) The work ethic of PT. GSM employees; (iii) PT. GSM employee productivity; (iv) The effect of digital innovation on the work ethics of PT. GSM employees; (v) The effect of digital innovation on the productivity of PT. GSM employees; (vi) Effect of work Ethic on employee productivity of PT. GSM; (vii) The effect of digital innovation on employee productivity with employee Work Ethic as an intervening variable at PT. GSM.

The research method is quantitative-descriptive relational. Data collection techniques using survey methods, by distributing questionnaires. The population is permanent employees with a minimum service life of 1.5 years. The number of samples using the Slovin formula is 500 respondents. The sampling technique is based on disproportionate stratified random sampling. Data analysis techniques using path analysis (content analysis) using AMOS-SEM software.

The results showed: (i) Digital innovation had a positive and significant effect on the productivity of the employees of PT. GSM; (ii) Work ethic influences the productivity of PT. GSM employees; (vii) Employee work ethics mediate the effect of digital innovation on productivity.

Keywords: Digital innovation, employee work ethic, employee productivity.