

ABSTRACT

Employee performance is a result of work on a job to complete a given task. One of the factors that affect employee performance is digital culture, the application of digital culture in the company can encourage good performance. Based on the digital culture index of Astra Credit Companies, it is said to be good, but not optimal, while in 2019 the performance of employees at Astra Credit Companies fluctuated where P1 decreased, P2 & P3 tended to be unstable. Based on the information provided by the Operational head target of Astra Credit Companies is P2 for employee performance appraisal.

The purpose of this study is to determine the digital culture applied to Astra Credit Companies Pekanbaru, employee performance, and how much influence digital culture has on the employee performance of Astra Credit Companies.

This study uses quantitative methods with data collection techniques using descriptive analysis techniques and simple linear regression analysis. The sampling method used is non-probability sampling. The sample collection technique used a saturated sample, namely the entire population of Astra Credit Companies as many as 68 people who were used as respondents to collect data through questionnaires.

Based on the research results, the digital culture and employee performance variables are at the "High" level. In this study, the coefficient of determination (R square) was 0.570 or 57.0%. This shows that the influence of digital culture variables on employee performance variables in this study is 57.0%, while the remaining 43% is influenced by other variables outside of this study.

The results of this study are expected to be taken into consideration for companies in improving employee performance by upgrading existing applications such as adding features and can be accessed by all types of cellphones (Ios and Android) to make it easier for employees to access data and information.

Keywords: *Digital Culture, Employee Performance.*