

ABSTRACT

Yayasan Pendidikan Telkom (YPT) is an educational institution engaged in education for more than 35 years. This foundation has several institutions with its central management office in an office of the YPT implementing agency known as Lakhar (Daily Executive). Employee performance is still volatile and there has even been a decline in 2017 for the P1 (Special) and P2 (Excellent) categories. While based on the preliminary study, digital culture has been implemented quite well, but if examined in more depth there are several dimensions in digital culture that are still low.

The purpose of this study was to find out the digital culture applied by the Yayasan Pendidikan Telkom, the performance of Yayasan Pendidikan Telkom employees, and how much influence digital culture had on the performance of Yayasan Pendidikan Telkom employees.

This study uses a quantitative method with data collection techniques using questionnaires distributed to 74 employees of the Yayasan Pendidikan Telkom. Based on the objectives of the study, researcher used descriptive objectives. The type of investigation the researchers used was a causal type. Based on research involvement, researchers did not intervene in the data. For the unit of analysis, the researcher uses the type of individual analysis unit, and based on the research setting, the researcher uses a non contrived setting. At the time of conducting the research, researchers used the cross section method and the existing data were analyzed using a simple linear regression method with the help of the SPSS version 25 program.

Data processing shows the results that the digital culture applied and the performance of employees at the Yayasan Pendidikan Telkom are very high. Digital culture also has a positive influence of 39.5% on the performance of employees at the Yayasan Pendidikan Telkom.

Companies should maintain and improve the application of digital culture through several methods such as brainstorming activities or focus group discussions that can develop employee potential to improve employee performance.

Keywords: Digital Culture, Employee Performance