

ABSTRACT

Organizational culture is important in a company, with today's technological developments that require us to develop in terms of digitization and the development of digital technology values to make the company more advanced and competitive which affects the performance of employees in the company.

This study aims to determine the level of Organizational Culture, Business Digitization, Digital Technology Value Development at PT. Pegadaian Persero Regional Office X Bandung employees.

This research is descriptive causal and quantitative approach with a population of 55 employees of PT. Pegadaian Persero Regional Office X Bandung. The total sample that can be taken is 55 male and female employees from PT. Pegadaian Persero Regional Office X Bandung. The scale used in this study is the Likert scale using the researcher to test the validity and reliability test data. Sampling was done by distributing online questionnaires and then processed using path analysis.

This study concludes that digital organizational culture (DOC) with path coefficients of 0.451 and 0.436 affects digital business management (BD) and digital value development (DTV), then digital business management (BD) and digital value development (DTV). positive effect on organizational performance with path coefficients of 0.309 and 0.050. The only relationship that contains a negative value is digital business management (BD) which turns out to be unrelated to digital value development (DTV), as seen from the negative coefficient value, which is -1.101.

Keywords: *Organizational Culture, Business Digitization, Digital Technology Value Development, Employee Performance*