

ABSTRACT

Digital transformation is a process that involves existing resources in utilizing existing digital technology to produce outputs from the organization in providing services, services to the community can be manifested as new values such as ease and speed of service and so on. Digital transformation must be supported by employee competence in the digital field, so that it can help improve employee performance at the Cirebon Regency Trade and Industry Office. This research was conducted to determine the role of digital transformation and competence on employee performance at the Cirebon Regency Trade and Industry Office.

This research uses quantitative research methods with descriptive-causality research. Sampling was done using saturated sampling technique with the number of respondents as many as 56 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

The results of multiple linear regression analysis of digital transformation and competence have a positive effect on employee performance at the Cirebon Regency Trade and Industry Office. The results of the determination coefficient test show that digital transformation and competence have an effect on employee performance at the Cirebon Regency Trade and Industry Service by 53%, while the remaining 47% is influenced by variables not examined in this study.

Keywords: *Digital Transformation, Competence and Employee Performance*