

ABSTRACT

Employee performance is something that needs to be improved by the company and employees, this is done in order to excel in competition. One of the factors that can improve the performance of employees is the digital culture. Digital culture is an important aspect to be developed within the company in this digital era. The proper application of digital culture to a company can affect the performance achieved by the company. Based on internal data from Dana Pensiun Telkom, there was a decrease in performance in 2019. Meanwhile, the application of digital culture in Dana Pensiun Telkom at that time was quite good, but there are some dimensions obtained are still low.

The purpose of this research is to find out the application of digital culture in Dana Pensiun Telkom, the performance of Employees of Dana Pensiun Telkom, How big is the influence of digital culture on the performance of Dana Pensiun Telkom employees.

The method used in this research is quantitative method along with using descriptive analysis techniques and simple linear regression analysis. The technique used for sampling is saturated samples, that is the entire population of Dana Pensiun Telkom as many as 76 people who are respondents to collect data through questionnaires.

Based on the results of the research that has been done, the variables of digital culture and employee performance are at a "High" level. In this research, the coefficient of determination (R square) was 0.522 or 52.2%. This shows that the influence of digital culture variables on employee performance variables in this research was 52.2%,

The results of the research are expected to be a consideration for the company in improving the performance of its employees, that is by developing the application of digital culture in the company such as improving employee innovation by brainstorming and awarding awards or incentives to employees that can issue new ideas that benefit the company.

Keywords: *Digital Culture, Employee Performance*