

ABSTRACT

PT. Tara Prima Megah has a goal to be able to develop the business towards a digital technology business in order to be able to continue to compete with competitors. One of the efforts that can be done to achieve this goal is the employees of PT. Tara Prima Megah is required to have high innovative personal values and is supported by digital literacy and digital capabilities for employees.

The purpose of this study was to determine the condition of digital literacy, digital capabilities, and innovative personal at PT. Tara Prima Megah and how the influence of digital literacy and the influence of digital capabilities on personal innovation in employees of PT. Tara Prima Megah. The research method used in this study is a quantitative descriptive method with data collection techniques, namely through questionnaires. This study uses a non-probability sampling method using a saturated sampling technique. The questionnaire used in this study contained 36 statements and was made using a five-point Likert scale technique. Testing the questionnaire statement was carried out through facial validity which was carried out through discussion as many as 9 people, namely 1 supervisor and 8 co-authors. Questionnaires were distributed to a sample of 65 respondents. Respondents involved in the questionnaire are employees of PT. Tara Prima Mega.

The data analysis technique used in this research is descriptive analysis technique, multiple linear regression analysis, and coefficient of determination using the computer program IBM SPSS Statistics version 26 to analyze the data that has been obtained. In testing the hypothesis, this study uses a partial significance test (t test).

Digital Literacy Level of PT. Tara Prima Megah belongs to the good category by getting a percentage of 80.2% PT. Tara Prima Megah already has the ability or skill that is good enough to use and understand information from various digital sources presented through digital technology. Digital Capability Level of PT. Tara Prima Megah belongs to the very good category with a percentage of 85.9%. The level of Personal Innovativeness of employees of PT. Tara Prima Megah belongs to the good category by getting a percentage of 82.4%.

The suggestion that the author can give for the Digital Literacy variable is that the company should provide education and training to employees in understanding learning through the internet. The suggestion that the author can give to the Digital Capability variable is that the company should provide facilities and an education about how digital technology works. This education can be in the form of seminars or other trainings. The suggestion that the author can give to the Personal Innovativeness variable is that the company should conduct brainstorming more often.

Keyword: Digital Literacy, Digital Capability, Personal Innovativeness