

ABSTRACT

Entering the digital era, many companies must accompany technological developments with their companies. In order to be able to compete with competitors and be able to keep abreast of technological developments, PT. Koprime Sandysejahtera is required to have an innovation or personal innovativeness by utilizing technological developments, PT. Koprime Sandysejahtera must utilize digital literacy knowledge and digital capability.

The purpose of this study is to see how big the level of digital literacy, the level of digital capability and the level of personal innovativeness in the company. Then find out how the influence of digital literacy and digital capability on personal innovativeness of employees of PT. Koprime Sandysejahtera. The research method used is a quantitative method with data collection techniques that are obtained from distributing questionnaires to 62 respondents.

Respondents involved in this study were employees of PT. Koprime Sandysejahtera. The questionnaire used in this study contained 36 statements with a five-point Likert scale. The sampling method used is non probability with a saturated sampling technique. In explaining the research results, the data analysis techniques used are descriptive analysis, multiple linear regression, hypothesis testing and coefficient of determination

Kata Kunci: *Digital Literacy, Digital Capability, Personal Innovativeness*