

## **ABSTRACT**

*This study aims to determine the influence of digital technology adoption on workplace digitalization with innovative culture as an intervening and the relationship between digital technology adoption and innovative culture mediated by digital literacy in telecommunications companies. This study used quantitative methods by testing hypothesis relationships among constructs using analysis with smart pls-sem 4 applications. The research methodology used was based on a deductive approach using a questionnaire survey on 250 samples, with respondents being permanent employees of PT Indosat regional Indonesia Timur. The findings show that adoption of digital technology has a significant influence on workplace digitalization mediated by innovative culture. Digital literacy has an insignificant moderation effect between adoption of digital technology and innovative culture. The study provides new insights to industry practitioners that adoption of digital technology can improve workplace digitalization. Innovative culture is one of the supporting cultures in influencing to improve workplace digitalization.*

**Keywords** *Digital Technology Adoption, Innovative Culture, Workplace Digitalization, and Digital Literacy*