

ABSTRACT

PT. Indonesia Power UPJP Kamojang is one of the business units engaged in the Generation Unit and Generation Services (UPJP). Performance at PT. Indonesia Power UPJP Kamojang changes every year. In 2022 it is said that there will be a decrease compared to 2021. In line with this decrease, the company is carrying out a digital transformation that is required for all PLN subsidiaries.

The purpose of this study is to determine the digital transformation that is implemented, the performance of existing employees and how much influence digital transformation has on the performance of employees of PT. Indonesia Power UPJP Kamojang based on existing dimensions. This type of research is descriptive and causal in nature. This study used a quantitative method with a questionnaire data collection technique which was distributed to 148 employees of PT. Indonesia Power UPJP Kamojang, with a sampling technique that is simple random sampling. Data analysis using the Structural Equation Model (SEM).

The research results show that digital transformation seen from the customer experience and collaborative capability dimensions is categorized as quite good, the process and business model dimensions are categorized as good, the culture and technology dimensions are categorized as strong, and employee performance seen from the dimensions of task performance and contextual performance is categorized as quite high. The statistical test results showed that there was a significant influence of customer experience, collaborative capabilities, process, business model, culture and technology on task performance and contextual performance of PT. Indonesia Power UPJP Kamojang. It is recommended that companies need to improve digital-based customer service technology, training on digital tools, digitalization processes by senior management and supervisory teams, company value propositions, development of digital culture, use of new digital technology, giving targets to employees and giving rewards to employees.

Keywords : digital transformation and employee performance