

ABSTRACT

PT. Telkom Witel Solo is a State-Owned Enterprise engaged in telecommunications services that has a vision and mission of trying to position itself as a leading Telecommunication, Information, Media & Edutainment (TIME) company in Asia and is committed to providing services in the form of guarantees that customers will get the best service quality. in the form of quality products and networks at competitive prices. So the effort that can be done is to demand employees to have high personal innovation (Personal Innovativeness) and be supported by digital literacy and digital capabilities.

This research is a research that uses quantitative methods where this method tries to measure behavior, knowledge and opinions (Indrawati, 2015: 184). The data collection technique is done by distributing questionnaires to the employees of PT. Telkom Witel Solo, totaling 69 employees. Among them 43 men and 26 women.

The results of this study indicate that the condition of the Digital Literacy of PT. Telkom Witel Solo is in the good category, while the conditions for Digital Capability and Personal Innovativeness are in the very good category. Based on the results obtained from the t test, it is stated that there is no significant effect of Digital Literacy on Personal Innovativeness. The results obtained based on the f test state that there is a simultaneous and significant effect of Digital Literacy and Digital Capability on Personal Innovativeness.

Keyword: Digital Capability, Digital Literacy, Personal Innovativeness