

ABSTRACT

This study aims to comprehensively examine the effect of digital competence on the performance of sales personnel at Wuling Arista. Digital competence has become an essential skill for salespeople in the current era of digital transformation, where technological advancement and competition in the modern automotive business demand rapid adaptation and relevant skills. This competence includes the ability to manage data, communicate effectively through digital media, produce engaging marketing content, maintain information security, and solve problems creatively and efficiently.

This research employed a quantitative approach using a survey method, with data collected through questionnaires distributed to 118 respondents who are sales personnel of Wuling Arista in the West Java region. The research instrument was developed based on the dimensions of digital competence, which consist of data literacy, digital communication, content creation, digital security, and problem-solving skills. The collected data were analyzed using a simple linear regression test to identify the relationship and influence between the independent and dependent variables.

The results of this study indicate that digital competence has a positive and significant effect on improving sales performance. This finding proves that the higher the level of mastery of digital competence, the more optimal the performance of sales personnel in achieving targets, building customer relationships, and competing in the automotive market. These findings provide important implications for companies to continuously develop digital training programs for their sales teams to ensure sustainable competitiveness in a dynamic market environment.

Keywords: *Digital Competence, Sales Performance, Digital Literacy, Digital Communication, Content Creation, Security, Problem Solving, Wuling Arista*