

ABSTRACT

The research was initiated due to issues regarding digital transformation and employee performance at the SIT IMC Foundation. This is a private educational foundation located in Palembang, where the current rapid competition has led to digital transformation and a decline in the internal performance of its employees, This study consists of two variables, digital transformation as the independent variable and employee performance as the dependent variable. The aim of this research is to measure the extent of the impact of digital transformation on employee performance at the SIT IMC Foundation.

The object of this research is the employees of the SIT IMC Foundation. The method used is analysis, with data collection techniques including interviews and questionnaires. This research employs a quantitative method with non-probability sampling techniques using convenience sampling. The population of this study consists of all employees of the SIT IMC Foundation, totaling 120 employees. The analysis techniques used are descriptive analysis, classical assumption testing, and simple linear regression analysis. The benefits of this research are expected to assist the SIT IMC Foundation in determining effective and efficient strategies to face digital transformation and improve employee performance.