

ABSTRACT

Telkomsel as one of the largest telecommunications operators in Indonesia. In 2012 Telkomsel is having organization transformation to keep growing and be sustain in digital era. Beside the business model that changed, the company culture is changed that called The Telkomsel Way. In 2016 Telkomsel have implemented digital culture to improve performance and become digital mastery in digital era. Telkomsel has defined the value of digital culture are agility, anticipatory, creativity, innovation, experimental, open mindset, and networking. But from the internal data that found phenomena the organization culture entropy is increasing 3% while the company performance growth is slowing down 2% in 2017.

The purpose of this research is to find out and conduct in-depth analysis / studies to review how much the effect of company transformation and digital culture in Telkomsel Area 2 Jabotabek Jabar on employee performance.

Data collection method has been done by using questionnaire to employee of Telkomsel of Area 2 Jabotabek Jabar that the population is 855 employees and the sample is 288 employees. Data have been tested & analyzed using path analysis.

The results show both company transformation and digital culture company affects employee performance both directly and indirectly.

Keywords: *Company Transformation, Digital Culture, Employee Performance, Path Analysis*