

ABSTRACT

The rapid spread of the times and the Covid-19 pandemic have forced various industrial sectors to carry out digital transformation, including the ICT sector, where it is believed that this will affect sales force performance as the front line in generating revenue.

This research aims to determine the effect of Digital Transformation on Sales Force performance with Organizational Innovativeness as a mediator variable.

This research uses a quantitative research design with a survey as a data collection method. The analysis technique used in this research is Structural Equation Modeling (SEM) - Partial Least Square (PLS).

From the research results, it was found that the direct relationship between the digital transformation variable and sales performance has a positive and significant direct influence, and the mediation variable Organizational Innovativeness is positive and significant, which means that the nature of the mediation is Full mediation.

Therefore, companies are advised to continue to encourage digital transformation and organizational innovativeness within the company, especially for salespeople in order to provide maximum performance.

Keywords: Digital Transformation, Innovativeness, Sales force performance, Telecommunication.