

ABSTRACT

This research aims to conduct a study to find out the influence of *Digital Readiness* and Digital Capabilities on the *Personal Innovative Performance* of Telkomsel Employees

This research raises the latest issue, namely using digitalization of company operational activities, where PT. Telkomsel itself has become a digital-based company.

This research uses a quantitative methodological approach, this research is descriptive research that explains each variable before looking for the influence between these variables. In this research, the data was tested using quantitative descriptive analysis methods through multiple linear regression to determine the influence relationship between variables. The sample taken in this research used a purposive sampling method among employees of PT. Telkomsel, the sample in this study was 100 Telkomsel employees. Data processing uses SPSS software. In this study, researchers did not intervene in the data.

In this research it was found that *Digital Readiness* occurred at PT. Telkomsel influences the *Personal Innovative Performance* of Telkomsel Employees, Digital Capabilities also influences the *Personal Innovative Performance* of Telkomsel Employees, and *Digital Readiness* and *Digital capability* together influence the *Personal Innovative Performance* of Telkomsel Employees.

Keywords: Digital capabilities, *Digital Readiness*, *Personal Innovative Performance*