

ABSTRACT

This research is motivated by the importance of exploring the factors that influence employee performance in the financial services industry in the digital era. Technological developments and digital transformation have changed work dynamics, so an in-depth understanding of how work systems and digital emotional intelligence can affect employee performance is needed. The focus of this research is to identify the influence of High Performance Work System and Digital Emotional Intelligence on employee performance at Bank BJB Kantor Cabang Utama Bandung, as a representation of the banking industry that is facing the challenges of digitalization.

The purpose of this study is to analyze the effect of High Performance Work System and Digital Emotional Intelligence on employee performance, both individually and simultaneously. This study uses an associative quantitative approach with a survey method to collect data. A total of 86 permanent employees of Bank BJB Kantor Cabang Utama Bandung became respondents in this study, selected through non-probability sampling techniques. The data collected was then analyzed using descriptive analysis and multiple linear regression to test the relationship between the variables studied.

The results showed that High Performance Work System had a significant effect on employee performance, while DEI did not show a significant effect. However, simultaneously the combination of High Performance Work System and Digital Emotional Intelligence has a significant influence on employee performance. This finding suggests that Digital Emotional Intelligence individually has no direct impact, its interaction with High Performance Work System can create a synergistic effect that improves performance.

The contribution of this research lies in a new understanding of the role of High Performance Work System and Digital Emotional Intelligence in the banking industry in the digital era. This study provides insight for bank management in optimizing work systems and integrating aspects of digital emotional intelligence into human resource development strategies.

As a suggestion for future research, it is recommended to test Digital Emotional Intelligence as a moderator variable to see if Digital Emotional Intelligence strengthens or enhances the relationship between High Performance Work System and employee performance.

Keywords: *High-Performance Work Systems, Digital Quotient, Digital Emotional Intelligence, Employee Performance, Bank BJB.*