

ABSTRACT

This research aims to determine the effect of work motivation and digital transformation on employee performance at Bank BJB Tamansari Branch Office. The method used in this research is descriptive and verification analysis, the sampling technique used is probability sampling with a sample size of 56 respondents. The data collection techniques used were observation, interviews and distributing questionnaires. Testing of research instruments uses validity and reliability tests. The data analysis methods used are multiple linear regression, multiple correlation, method of successive interval (MSI), coefficient of determination, and hypothesis testing. The results of the research using the method used show that there is both partial and simultaneous influence. The results of data analysis show that the influence of work motivation on employee performance is 33.7%. Then digital transformation has an influence on employee performance, namely 48%. Simultaneously, the influence of work motivation and digital transformation on employee performance at the BJB Bank Tamansari Branch office is 81.7%, then the remaining 18.3% is other factors that were not researched.

Keywords: Work Motivation, Digital Transformation, Employee performance