



The Influence of Digital Competencies and Communication on the Work Productivity of Pt Esta Dana Ventura Employees

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ABSTRACT

This study aims to analyze the influence of digital and communication competencies on the work productivity of PT Esta Dana Ventura employees. The study uses a quantitative method with a descriptive approach through a survey of 100 employees using saturated sampling techniques. Data was collected through questionnaires and analyzed using simple linear regression analysis, multiple linear regression, t-test, and F test with the help of IBM SPSS Statistics 26. The results of the study show that digital and communication competencies have a positive and significant effect, both partially and simultaneously, on employee work productivity. These findings indicate that improving digital competencies supported by effective communication can increase work productivity and become the basis for companies to develop human resource development strategies in a sustainable and competitive manner.

INTRODUCTION

The business world is currently developing rapidly along with technological advancements and the continuous growth of digital transformation. This development has made competition among companies increasingly tight, requiring every organization to be able to adapt to changes in the business environment. Companies are expected to continuously improve their capabilities in order to compete and maintain their existence. These efforts can be carried out through the use of technology, improving service quality, and managing human resources effectively. Therefore, companies need to continue making innovations and adjustments so they can respond to changes, remain competitive, and achieve their organizational goals.

One of the important factors in achieving organizational goals is human resources (HR). Human resources have a central role in a company because various activities within the organization involve people, including the use of technology, implementation of work systems, and daily operational activities. The ability of a company to achieve its vision and mission is closely related to the quality of its human resources. For this reason, companies need to manage their human resources properly so that employees can carry out their work effectively, efficiently, and productively in accordance with their responsibilities and job demands.

Human resource management has an important role in improving employees' abilities, skills, and work behavior to suit the needs of the organization. Through good human resource management, companies can create a workforce that is able to make maximum contributions to the achievement of company goals. Employees who have good work skills are expected to be able to show optimal work productivity so that they can support the smooth running of the Company's operational activities.

Work productivity is an important indicator that can be used to assess how well employees carry out their responsibilities. It is not only seen from the amount of work completed, but also from the quality of the results, the effectiveness of time management, the ability to complete tasks, and the efficiency of the work process. High work productivity indicates that employees are able to perform their duties properly and achieve the targets set by the company. In contrast, low productivity may hinder the company's operational activities and make it more difficult for the organization to achieve its targets.

PT Esta Dana Ventura is a company engaged in financial services and financing, where its operational activities are closely related to the ability of employees to manage data, utilize digital technology, and communicate effectively. The development of information technology and digital systems in the workplace requires employees to be able to adapt to technological changes in order to support the completion of their work. In addition, effective communication among employees, as well as between leaders and subordinates, is important to ensure that coordination and the implementation of work can run smoothly.

However, based on the conditions that occurred at PT Esta Dana Ventura, employee work productivity is still not optimal. This can be seen from the

achievement of the company's targets, which have fluctuated and have not reached the maximum target in recent years. Productivity achievement data shows that in 2023 the company will achieve a realization of IDR 372,044,356,580 from the target of IDR 410,252,786,952 or 90.69%. In 2024, the percentage of achievement will decrease to 85.82%, while in 2025 it will only increase to 85.86%. Although this achievement is quite high, the company's target has not been achieved optimally so employee work productivity still needs to be increased.

Based on the results of initial observations made by researchers, there are still several obstacles in the implementation of work at PT Esta Dana Ventura. Some employees still experience difficulties in using the company's digital system, especially in data management and the use of technology-based work applications. In addition, communication between departments sometimes does not run optimally, causing delays in the delivery of information and work coordination. These conditions can affect the effectiveness of employees' work and have an impact on work productivity.

One of the factors that is suspected to affect employee work productivity is digital competence. Digital competence is an individual's ability to use digital technology to support the implementation of work effectively and efficiently. Digital competence includes the ability to use digital devices, manage information and data, utilize technology in work communication, and complete work based on digital systems. According to Khoirunnisaa et al. (2023), digital competence is the ability and expertise in technology. Good digital competence can help employees improve work effectiveness and productivity in getting work done.

Employees' digital competencies at PT Esta Dana Ventura are still not running optimally. This can be seen from the fact that there are still employees who are not able to use the company's digital systems and applications properly. In addition, some employees also still have difficulties in adapting to new digital systems and have not been able to utilize digital technology to the maximum to support work effectiveness. The results of the pre-survey show that 58% of respondents stated that they are not able to use the company's digital systems and applications properly, 60% are not used to managing data digitally, and 60% are not able to solve work problems with the help of digital technology. This condition shows that employees' digital competencies still need to be improved in order to support work productivity.

Communication is also an important factor in increasing employee work productivity. According to Robbins, S. P., & Judge (2021), stated that clear and open communication within the organization can improve work understanding and support the effective achievement of organizational goals. However, communication at PT Esta Dana Ventura is still not optimal. The results of the pre-survey show that most respondents stated that most respondents did not understand job information clearly, communication was not able to form good working relationships, and employees did not feel comfortable expressing their opinions and work obstacles. This condition shows that effective communication still needs to be improved in order to be able to support employee work productivity.

Previous studies have found that digital competencies and communication skills are related to employee work productivity and performance. Research conducted by Mochamad Raihan Awlia, Sri Suwarsi, and Firman Shakti Firdaus (2024) found that digital competencies have a significant effect on employee work productivity. Similarly, Kinanthi Larasshati and Priyastiwi (2024) stated that good digital competencies can support the effectiveness and efficiency of employees in completing their work, which can contribute to better performance. Furthermore, research by Keri Handayani, Adijati Utaminingsih, and Djoko Santoso (2024) showed that digital literacy and communication competencies have a positive and significant effect on employee performance.

However, studies that specifically examine the role of digital and communication competencies in relation to work productivity within financial services and financing companies are still limited. Most previous studies have also examined digital competencies and communication separately in relation to employee performance. In contrast, this study focuses on examining the influence of digital competencies and communication simultaneously on employee work productivity at PT Esta Dana Ventura. Therefore, this research is expected to provide additional insight into human resource management, particularly regarding employee work productivity in financial services and financing companies.

Based on the phenomenon and findings of previous research, digital and communication competencies are important factors that are suspected to affect the work productivity of PT Esta Dana Ventura employees. Therefore, this study was conducted to analyze the influence of digital and communication competencies on the work productivity of PT Esta Dana Ventura employees so that it is expected to make a practical contribution to the company in improving work productivity and the quality of human resources

LITERATURE REVIEW

Digital Competence

Digital competence refers to an individual's ability to use digital technology effectively in supporting the completion of work. According to Khoirunnisaa et al. (2023), digital competence involves the knowledge and skills needed to utilize technology, which can help individuals improve their effectiveness and productivity at work. In this study, digital competence is measured through several indicators, including basic information technology skills, the ability to adapt to new digital systems, the ability to use technology to support work performance, and the ability to learn and develop technological skills independently.

A study conducted by Mochamad Raihan Awlia, Sri Suwarsi, and Firman Shakti Firdaus (2024) found that digital competence has a positive and significant effect on work productivity. These findings indicate that employees with better digital competencies tend to be more capable of utilizing technology in completing their tasks, which can contribute to higher work productivity.

H1: Digital competence has a positive and significant effect on the work productivity of employees at PT Esta Dana Ventura.

Communication

Communication is the process of conveying information, ideas, and instructions that aim to create a common understanding in Robbins, S. P., & Judge (2021), stating that clear and open communication can improve work understanding and support the effective achievement of organizational goals. In this study, communication was measured based on indicators of understanding, attitude change, good relationships, positive responses, and actions.

Research by Keri Handayani, Adijati Utaminingsih, and Djoko Santoso (2024) shows that communication has a positive and significant effect on employee performance. This shows that effective communication is able to improve work coordination so that it has an impact on increasing employee work productivity.

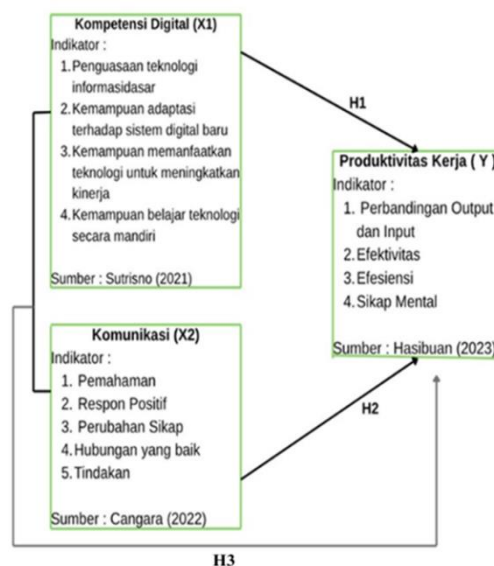
H2: Communication has a positive and significant effect on the work productivity of PT Esta Dana Ventura employees.

Work Productivity

Work productivity refers to the ability of employees to produce optimal work results by utilizing the available resources effectively and efficiently. It can be assessed not only based on the amount of work completed, but also through the quality of work, the timeliness of task completion, and the ability of employees to achieve the targets established by the company. According to Busro (2023), work productivity can be understood as a comparison between the results obtained and the resources used during the work process. Therefore, higher work productivity reflects a greater contribution from employees toward the achievement of organizational goals.

H3: Digital competence and communication simultaneously have a positive and significant effect on the work productivity of employees at PT Esta Dana Ventura.

Figure 1. Conceptual Framework



METHODOLOGY

This study applies a quantitative method with a descriptive approach using a survey method. The quantitative approach was selected because this research aims to examine the effect of digital competence and communication on the work productivity of PT Esta Dana Ventura employees based on data collected through questionnaires. The research was conducted at PT Esta Dana Ventura, with the population consisting of all employees of the company. A saturated sampling technique was applied, meaning that all members of the population were included as research respondents, resulting in a total of 100 respondents.

The data in this study consist of primary and secondary data. Primary data were collected by distributing questionnaires to respondents using a five-point Likert scale. Meanwhile, secondary data were obtained from company documents, books, scientific journals, and other literature related to the research topic. The independent variables consist of digital competence (X_1) and communication (X_2), while work productivity (Y) serves as the dependent variable.

Digital competence was measured using indicators covering basic information technology skills, the ability to adapt to new digital systems, the use of technology to support work performance, and the ability to learn technology independently. Communication was measured through indicators of understanding, attitude change, maintaining good relationships, positive responses, and actions. Meanwhile, work productivity was measured through indicators related to the comparison between output and input, effectiveness, efficiency, and employees' mental attitude toward work.

The testing of the research instrument was tested through validity tests and reliability tests to ensure that each statement item was suitable for use as a measuring tool. Classical assumption tests included normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests as requirements in regression analysis. Hypothesis testing was carried out using simple linear regression analysis, multiple linear regression analysis, correlation coefficients, determination coefficients, t-test, and F tests with the help of IBM SPSS Statistics version 26.

RESEARCH RESULTS

Table 1. Respondents' Responses to Digital Competency Variables

Yes	Statement	Answer					N	Score	Red	Ket
		1	2	3	4	5				
		ST	ST	SK	SS	SS				
	Information Skills and Data Literacy									
1	I use the internet to look for information that supports work.	0	2	5	50	43	100	434	4,34	Excellent

2	I manage my files and job data using a digital system.	0	1	9	49	41	100	430	4,30	Excellent
Communication and Collaboration										
3	I use digital apps to communicate at work.	1	2	11	49	37	100	419	4,19	Good
4	I collaborate with colleagues through digital platforms.	2	4	13	47	34	100	407	4,07	Good
Digital Content Creation										
5	I created a work document using a digital device.	2	3	4	51	40	100	424	4,24	Excellent
6	I process or present job information digitally.	0	4	13	47	36	100	415	4,15	Good
Digital Security										
7	I keep my company's data secure when using digital technology.	0	3	7	46	44	100	431	4,31	Very Good
8	I comply with the rules for using my digital work account and devices.	0	6	8	44	42	100	422	4,22	Excellent
Troubleshooter										
9	I was able to overcome a simple technical problem with the work application.	1	7	18	45	29	100	394	3,94	Good
10	I quickly adapt to the new technology that the company uses.	0	5	17	45	33	100	406	4,06	Good

Based on the results of respondents' responses to the Digital Competency variable (X1), the data showed that the Digital Competency variable obtained an average score of 4.17 and was included in the good category.

Table 2. Respondents' Responses to Communication Variables

Yes	Statement	Answer					N	Score	Red	Ket
		1	2	3	4	5				
		STS	TS	KSS	SS	SS				
	Understanding									
1	I understand the work information conveyed by the boss clearly.	0	3	12	55	33	100	415	4,15	Good
2	I understand the work instructions of my boss or co-worker.	0	2	6	60	32	100	422	4,22	Excellent
	Pleasure Influences Attitudes									
3	I can convey my opinions to colleagues well.	0	2	14	47	37	100	419	4,19	Excellent
4	Communication in the workplace runs openly and effectively.	1	4	9	49	37	100	417	4,17	Good
	Good Relationships									
5	Good communication boosts my morale.	0	1	6	51	42	100	434	4,34	Excellent
6	Effective communication helps me work professionally.	0	2	13	42	42	100	426	4,26	Very Good
	Actions									
7	Good communication creates harmonious working relationships.	0	4	6	43	47	100	433	4,33	Very Good
8	Effective communication improves cooperation between employees.	1	2	8	41	48	100	433	4,33	Excellent

Based on the results of the respondents' responses to the Communication variable (X2), the data showed that the Communication variable obtained an average score of 4.25 and was included in the very good category.

Table 3. Respondents' Responses to Work Productivity Variables

Yes	Statement	Answer					N	Score	Red	Ket
		1	2	3	4	5				
		STS	TS	KS	S	SS				
	Comparison of Output and Input									
1	I completed the work according to the company's targets.	0	3	14	54	29	100	409	4,09	Good
2	I am able to work efficiently in completing tasks.	0	4	8	48	40	100	424	4,24	Excellent
	Effectiveness									
3	I produce work according to the company's quality standards.	1	1	8	51	39	100	426	4,26	Excellent
4	I get the job done on time.	0	3	11	52	34	100	417	4,17	Good
	Efficiency									
5	I use my work time effectively.	0	4	9	48	39	100	422	4,22	Excellent
6	I minimize errors in the work.	0	2	14	53	31	100	413	4,13	Very Good
	Mental Attitude									
7	I try to improve the quality of my work.	0	3	8	42	47	100	433	4,33	Very Good
8	I have an urge to improve my employability.	0	2	8	48	42	100	430	4,30	Excellent

Based on the results of respondents' responses to the variable in Work Productivity (Y), the data showed that the Work Productivity variable obtained an average score of 4.22 and was included in the very good category.

Table 4. Coefficient of Determination of Digital and Communication Competency on Productivity

Model Summary ^b				
Models	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.872a	.761	.756	2.172
a. Predictors: (Constant), Digital Competence, Communication				
b. Dependent Variable: Work Productivity				

Based on the results of the determination coefficient test, an R Square value of 0.761 or 76.1% was obtained. This shows that the Digital Competency variables X1 and Communication X2 were simultaneously able to explain 76.1% of the variation of dependent variables. While the remaining 23.9% was explained by other variables that were not included in this study.

Table 4. Multiple Linear Regression

Coefficient								
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.142	1.756		1.790	.077		
	Digital Competence	.357	.071	.451	5.025	.000	.306	3.269
	Communication	.461	.090	.460	5.131	.000	.306	3.269
a. Dependent Variable: Work Productivity								

Based on the results of multiple linear regression analysis in Table 4.19, the following regression equations are obtained:

$Y = 3.142 + 0.357X_1 + 0.461X_2$ So the interpretation of the equation is:

a. A constant value of 3.142 indicates that the value of Work Productivity (Y) is estimated at 3.142 if the variables of Digital Competency (X1) and Communication (X2) are assumed to remain constant or unchanged.

b. The regression coefficient of Digital Competency (X1) of 0.357 shows that every increase in Digital Competency by one unit will increase Work Productivity (Y) by 0.357, assuming the Communication variable (X2) is fixed.

c. The Communication regression coefficient (X2) of 0.461 indicates that each increase in Communication by one unit will increase Work Productivity (Y) by 0.461, assuming the Digital Competency variable (X1) is fixed.

Table 5. T Test

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.142	1.756		1.790	.077
	Digital Competence	.357	.071	.451	5.025	.000
2	Communication	.461	.090	.460	5.131	.000
a. Dependent Variable: Work Productivity						

Based on the results of the partial test (t-test), digital and communication competence was proven to have a positive and significant effect on the work productivity of PT Esta Dana Ventura employees. The digital competency variable obtained a calculated t-value of 5.025 which was greater than the t-table of 1.660 with a significance level of 0.000 (< 0.05). Similarly, the communication variable obtained a t-calculated value of 5.131 which was also greater than the t-table of 1.660 with a significance level of 0.000 (< 0.05). The results showed that the first hypothesis (H1) and the second hypothesis (H2) were accepted, so it can be concluded that digital and communication competencies partially had a positive and significant effect on the work productivity of PT Esta Dana Ventura employees.

DISCUSSION

The findings of the study show that digital competence contributes to increasing the work productivity of PT Esta Dana Ventura employees. The ability of employees to utilize digital technology supports work completion more effectively and efficiently so that it can increase work productivity. This finding strengthens the opinion of Khoirunnisaa et al. (2023) who stated that digital competence is an ability that supports work effectiveness, and is in line with the research of Mochamad Raihan Awlia, Sri Suwarsi, and Firman Shakti Firdaus (2024) which proves that digital competence has an effect on work productivity.

Effective communication has been proven to support increasing employee work productivity. Good communication is able to create more effective coordination, facilitate information delivery, and minimize errors in work implementation. The results of this study are in line with Robbins and Judge (2021) who stated that effective communication plays a role in supporting the

achievement of organizational goals, and is supported by research by Keri Handayani, Adijati Utaminingsih, and Djoko Santoso (2024) which shows that communication makes a positive contribution to employee performance.

This research indicates that digital and communication competencies are complementary factors in increasing employee work productivity. Therefore, companies need to strengthen the development of digital competencies and build effective organizational communication as an effort to increase work productivity in a sustainable manner.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of this study, it can be concluded that digital competence has a positive effect on the work productivity of PT Esta Dana Ventura employees. Employees who are able to use digital technology effectively can complete their tasks more efficiently and effectively, which contributes to increased work productivity. Communication also has a positive effect on employee work productivity. Good communication helps improve coordination, facilitates the delivery and understanding of information, and supports the smooth completion of work.

Furthermore, digital competence and communication simultaneously contribute to employee work productivity at PT Esta Dana Ventura. These findings indicate that improving employees' digital competence, along with effective communication, can support the achievement of higher work productivity.

Based on the results of the research, PT Esta Dana Ventura is advised to improve employees' digital competencies through continuous training and development of digital skills. In addition, companies need to build more effective organizational communication by improving coordination, information disclosure, and working relationships between employees. These efforts are expected to be able to support the increase in employee work productivity and help the company in achieving optimal organizational targets. The next research is suggested to develop research by adding other variables that have the potential to affect work productivity so that it can provide more comprehensive results.

ADVANCED RESEARCH

This study has several limitations. First, the research was conducted only at PT Esta Dana Ventura, which means that the findings may not be directly applicable to other companies or business sectors with different characteristics. Second, this study focuses only on two independent variables, namely digital competence and communication, in relation to employee work productivity.

For future research, it is suggested that the research scope be expanded by involving other companies or different industry sectors. Further studies may also consider additional factors that could influence work productivity, such as work motivation, job satisfaction, leadership, work environment, and organizational culture. Expanding the research scope and including other relevant variables may provide a broader understanding of the factors associated with employee work productivity.

CONFESSION

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