

## THE EFFECT OF DIGITAL COMPETENCE, EMPLOYEE INNOVATION, AND TECHNOLOGY SUPPORT ON EMPLOYEE PERFORMANCE AT THE DEPARTMENT OF CULTURE AND TOURISM TANJUNGPINANG CITY

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### Abstract

This study aims to determine the influence of Digital Competence, Innovation and Technological Support on Performance at Tanjungpinang City Culture and Tourism Office. The population in this study amounted to 80 respondents, using a saturated sampling technique so that the entire population became a sample, namely 80 respondents. The sampling technique was carried out with a saturated sample. Data collection was carried out by distributing questionnaires to respondents. The collected data were processed using SPSS software. The results of the study show that partially, Digital Competence has a significant effect on employee performance with a significance value of  $<0.001$  ( $<0.05$ ), Innovation has a significant effect on employee performance with a significance value of  $0.002$  ( $<0.05$ ), and technological support has a significant effect on employee performance with a significance value of  $0.004$  ( $<0.05$ ). Simultaneously, digital competence, innovation and technological support have a significant effect on employee performance with a significance value of  $0.001$  ( $<0.05$ ).

**Keywords:** *Digital Competence, Innovation, Technology Support, Performance*

### INTRODUCTION

The Tanjungpinang City Culture and Tourism Office is a regional government agency responsible for managing and developing the cultural and tourism sectors to support the growth of the creative economy and tourist visits in this archipelago rich in Malay cultural heritage and maritime potential. As part of the state civil apparatus (ASN), employees in this office play a crucial role in implementing tourism destination promotion programs, preserving cultural sites, developing tourism events, and empowering local communities through creative industries, which ultimately contribute to increasing local revenue (PAD) and community welfare. However, in the context of local government in Indonesia, employee performance is often a major challenge due to low productivity due to a lack of adaptation to digital transformation and innovation, which can disrupt the achievement of sustainable tourism development targets. Nationally, data from the Ministry of Tourism and Creative Economy shows that employee performance in regional tourism offices averages only 65-75% of the annual target, with key factors including slow adoption of digital technology and a lack of post-pandemic innovation. At the regional level, particularly in Tanjungpinang City, which relies heavily on Malay cultural, maritime, and culinary tourism, employee performance at the Culture and Tourism Office is becoming increasingly crucial due to the dynamics of post-pandemic economic recovery, which demands digital promotion and the development of innovative tourism products. This issue is particularly relevant to the specific circumstances within the Tanjungpinang City Culture and Tourism Office. Employee performance in this office is suboptimal, particularly in terms of utilizing digital platforms for promotion and the lack of innovation in cultural preservation programs, which has led to slow growth in tourist visits and the empowerment of local creative communities.

### LITERATURE REVIEW

**Theoretical Description** According to Štefotič (2021), digital competence refers to the body of essential knowledge and skills individuals need to actively engage in today's digital society. This concept encompasses expertise in utilizing digital tools for a variety of activities, including learning, professional development, and social interaction.

Furthermore, digital competence encompasses the ability to access, assess, integrate, and disseminate digital information through various channels and formats. Furthermore, this aspect demands a critical, innovative, cooperative, and ethically responsible approach when dealing with digital technology and content.

**Framework of Thought** Digital competence, which encompasses employees' ability to master information technology, such as the use of tourism data management applications, digital promotion platforms, and tourism big data analysis, is a key factor in improving employee performance, specifically the level of achievement of administrative tasks, destination promotion, and public services at the Tanjungpinang City Culture and Tourism Office. High digital competence enables employees to work more quickly, accurately, and responsively to the needs of digital tourists, thereby increasing productivity and service quality.

**Hypothesis** According to Wardani (2020), a hypothesis is a tentative statement based on a theoretical basis and its validity can be tested through data collection and empirical analysis. Hypothesis testing aims to verify whether the hypothesis is proven (accepted) or refuted (rejected) based on statistically significant findings.

Based on the theoretical framework and empirical review that have been explained previously, the hypothesis in this study is formulated as follows:

**H1** :Digital competence has a significant influence on employee performance at the Tanjungpinang City Culture and Tourism Office.

**H2** : Employee innovation has a significant influence on employee performance at the Tanjungpinang City Culture and Tourism Office.

**H3** :Technological support has a significant impact on employee performance at the Tanjungpinang City Culture and Tourism Office.

**H4** : Digital competence, employee innovation, and technological support simultaneously have a significant impact on employee performance at the Tanjungpinang City Culture and Tourism Office.

## **METHOD**

**Research Design** Research design serves as a systematic guide that ensures all stages of the research are directed, controlled, and measurable in terms of accuracy. Key components of this design include the selection of data collection tools, population definition and sampling techniques, data collection procedures, and the analytical approach to be applied. According to Syafina and Harahap (2020), within a quantitative framework, research design is like a blueprint that ensures the process is structured, resulting in valid and reliable data. This study utilizes secondary data obtained from official government documents, annual performance reports, employee archives, and the internal database of the Tanjungpinang City Culture and Tourism Office. The selection of secondary data was based on considerations of time and budget efficiency, as well as its ability to provide a comprehensive picture of the interactions between variables without requiring primary data collection.

### **Operational Variables**

- Information and Data Literacy The ability to search, filter, evaluate, and manage information and data effectively in the digital ecosystem.
- Digital Communication and Collaboration Skills to communicate productively and collaborate with others through digital technology platforms and tools.
- Digital Content Creation The capacity to produce original, relevant, and value-added content using a variety of digital tools.
- Digital Security and Ethics Understanding and implementing cybersecurity practices, personal data protection, and online threat avoidance.

**Population and Sample** A research population is defined as the entire unit of analysis, whether an individual, group, organization, document, event, or object, that is the target of generalizing research results. The population includes all elements with characteristics relevant to the research problem formulation and objectives, thus allowing for representative and generalizable conclusions to be drawn. In this study, the population determined was all Civil Servants (PNS) who were actively serving in the Tanjungpinang City Culture and Tourism Office, with a total of 80 employees with the following details.

Table Population

No	Description	Population (people)
1	civil servant	45
2	First Aid Kit	35
<b>Total</b>		<b>80</b>

**Sample**

According to Sugiyono (2022), a sample is a part of a population selected based on certain numbers and characteristics so that it can accurately represent the entire population. Sampling techniques, continued Sugiyono (2022), are sample selection procedures divided into probability sampling where each element has an equal chance of being selected and non-probability sampling which does not guarantee equal opportunities. In this study, a probability sampling technique was used with a saturated sampling method (census), namely including all members of the population as samples. Considering that the study population consisted of only 80 Civil Servants (PNS) at the Tanjungpinang City Culture and Tourism Office, this approach was chosen to ensure full representation, avoid selection bias, and increase the validity of the results of the analysis of the influence of digital competence, employee innovation, and technological support on employee performance.

**Hypothesis Testing** This test is conducted to determine the partial influence of the independent variable on the dependent variable. The following is the calculated t formula:

$$t_{hitung} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

- t = significance level (tcount) which is then compared with the t table
- r = Correlation coefficient
- n = number of samples

**Research Location and Schedule** The location where this research was conducted was at the Tanjungpinang City Culture and Tourism Office.

The research schedule is as shown in the following table:

No	Activity	2025/2026				
		Oct	Nov	Des	Jan	Feb
1	Title Submission					
2	Research Object Survey					
3	Proposal Making					
4	Proposal Session					
5	Data collection					
6	Data processing					
7	Data Interpretation					
8	Thesis Defense					

**RESULTS AND DISCUSSION**

**Data Description**

Description of respondents by gender

*Table Respondent Description by Gender*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	43	53.8	53.8	53.8
	Woman	37	46.3	46.3	100.0
	Total	80	100.0	100.0	

From the table above, it can be seen that of the total of 80 respondents, 43 were male (53.8%) and 37 were female (46.3%).

**Data Analysis Test Results**

The results of the validity test of the Digital Competence variable can be seen in the following table:

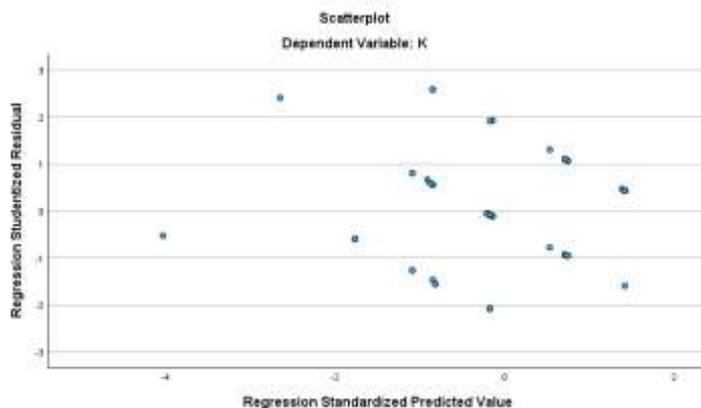
*Table Digital Competency Validity Test Results*

N	Item	R Count	R Table	Conclusion
1	X1.1	0.836	0.2199	Valid
2	X1.2	0.772	0.2199	Valid
3	X1.3	0.848	0.2199	Valid
4	X1.4	0.763	0.2199	Valid
5	X1.5	0.777	0.2199	Valid
6	X1.6	0.674	0.2199	Valid

The analysis results in the table show that the calculated r value for each question item for the Digital Competence variable is greater than the table r value (0.2199). Therefore, all instrument items in the Digital Competence variable are declared valid.

**Heteroscedasticity Test**

The results of the heteroscedasticity test can be seen in the following scatter plot:



*Figure Scatter Plot*

The scatterplot shows that the data points are randomly distributed above and below the zero line on the Y-axis without forming any particular pattern. This indicates the absence of heteroscedasticity in the regression model.

### Hypothesis Testing

#### Analysis of the Coefficient of Determination

The results of the coefficient of determination analysis test can be seen in the following table.

Table Analysis of the Coefficient of Determination  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688a	.473	.999	.50459

Based on the table above, the Adjusted R Square value of 0.999, or 99.9%, indicates that Digital Competence, Innovation, and Technology Support collectively have a 99.9% influence on performance. Meanwhile, the remaining 0.1% is influenced by other variables not included in this research model.

### Discussion

The results of the hypothesis testing revealed that digital competence significantly impacts employee performance. Digital competence is a collection of knowledge, skills, and attitudes essential for effectively utilizing information technology in the workplace. It is a crucial factor in improving performance by enabling employees to access information quickly, analyze data accurately, and adapt to the demands of digital transformation, resulting in operational efficiency and optimal achievement of organizational targets in the public sector, such as tourism promotion and cultural preservation. Employee digital competence is a technology-based adaptive ability that has a direct causal relationship as a benchmark for achieving high performance, both in routine situations and challenges such as managing social media for tourism promotion or using GIS applications for mapping cultural sites at the Tanjungpinang City Culture and Tourism Office, where the suboptimality of this competence can lead to slow growth in tourist visits and empowerment of local creative communities.

## CONCLUSION AND SUGGESTION

### CONCLUSION

Based on the research results, it can be concluded as follows:

1. Digital Competence has a significant influence on employee performance at the Tanjungpinang City Culture and Tourism Office, with a significance value of  $<0.001$  ( $<0.05$ ). The first hypothesis is accepted.
2. Innovation has a significant effect on employee performance at the Tanjungpinang City Culture and Tourism Office, with a significance value of  $0.002$  ( $<0.05$ ). The second hypothesis is accepted.
3. Technology support has a significant effect on employee performance at the Tanjungpinang City Culture and Tourism Office, with a significance value of  $0.002$  ( $<0.05$ ). The third hypothesis is accepted.
4. Digital Competence, Innovation, and Technology Support simultaneously significantly influence employee performance at the Tanjungpinang City Culture and Tourism Office, with an F-test significance value of  $0.001$  ( $<0.05$ ) and an Adjusted R Square of  $0.999$  or  $99.9\%$ . The fourth hypothesis is accepted.

### SUGGESTION

From the research results that have been obtained, the suggestions that can be given to the Tanjungpinang City Culture and Tourism Office are as follows:

1. The research findings indicate that digital competence significantly impacts employee performance. The Tanjungpinang City Culture and Tourism Office recommends improving employee digital competence through ongoing training programs and relevant certifications. For example, intensive training on social media management for tourism promotion, the use of GIS applications for mapping cultural sites, digital analysis of tourist visit data, and cybersecurity literacy and digital ethics can be provided. This will improve the efficiency of online promotions, the accuracy of tourist destination data, and employee adaptability to digital transformation, significantly enhancing employee performance in supporting tourism growth and local revenue (PAD).
2. The research findings show that employee innovation significantly impacts employee performance. Suggestions include fostering a more conducive innovation culture by providing space and mechanisms for

- employees to propose and implement new ideas. For example, implementing a tourism idea incubator program, awards for the best initiatives (such as virtual tourism events, VR/AR-based tourism products, or adaptive cultural preservation programs for millennials and Gen Z), and regular discussion forums for cross-sector collaboration. This will motivate employees to think creatively, reduce stagnant conventional approaches, and enhance the attractiveness of tourist destinations and empower local creative communities.
3. The research findings show that technological support significantly impacts employee performance. The Tanjungpinang City Culture and Tourism Office recommends significantly improving technological support, particularly by addressing the 50% of employees' complaints regarding limited access to digital tools. This could include providing stable broadband access, adequate laptop/tablet devices, professional content editing software, an integrated e-tourism platform, and a responsive technical helpdesk with a response time of less than two hours. Furthermore, regular training on task-based digital tool use and high-level cognitive skills (such as data-driven problem-solving and basic AI adaptation) should be provided. This will accelerate the tourism promotion process, enable real-time destination monitoring, and improve overall operational efficiency.
  4. The research findings revealed that digital competence, employee innovation, and technological support collectively significantly impact employee performance (contributing up to 99.9%). The Tanjungpinang City Culture and Tourism Office recommends integrating these three variables into a holistic and sustainable human resource development strategy. For example, designing an integrated digital transformation program that simultaneously encompasses digital competence training, innovation incubation facilitation, and the provision of supporting technological infrastructure. This policy can be realized through an annual action plan involving periodic evaluations, dedicated budget allocations, and collaboration with external parties (such as the Ministry of Tourism and Creative Economy or private technology partners). With this integrated approach, the office can create a work environment that adapts to the digital era, encourage superior employee performance, and accelerate the achievement of sustainable tourism targets, increasing tourist visits, preserving Malay cultural heritage, and optimally contributing to Tanjungpinang City's regional revenue.

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