

The Influence of Digital Competence, Artificial Intelligence (AI) Adoption, and the Use of Social Media on the Performance of Sales Division Employees at PT Asco Prima Mobilindo Bekasi Branch

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Abstract

This study aims to analyze the effects of digital competence, artificial intelligence (AI) adoption, and social media use on employee performance in the sales division of PT Asco Prima Mobilindo Bekasi Branch. This study employed a quantitative approach using a survey method involving 45 respondents selected through saturated sampling or a census technique. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results indicate that digital competence has a positive and significant effect on employee performance. AI adoption also has a positive and significant effect on employee performance. Social media use has a positive and significant effect on employee performance. In addition, the research model demonstrates strong explanatory and predictive capabilities regarding employee performance. These findings suggest that strengthening digital competence, optimizing AI utilization, and using social media strategically can support improved employee performance in the sales division.

Keywords

Digital Competence, AI Adoption, Social Media Use, Employee Performance, PLS-SEM



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INTRODUCTION

Digital transformation has fundamentally changed the way organizations conduct business activities, including human resource management and sales operations. The rapid development of digital technologies requires organizations to move beyond conventional employee capabilities and increasingly demands employees who are able to access, manage, evaluate, and utilize technology effectively. In an increasingly digitalized workplace, digital competence has become an important capability because it enables individuals to use technology for completing tasks, communicating, collaborating, and managing information. Van Laar et al. (2017) emphasize that digital skills are increasingly important in contemporary work environments characterized by rapid technological change. Digital competence encompasses the ability to use digital technologies productively and

appropriately within specific work contexts (van Laar et al., 2019).

These developments are particularly relevant to the automotive industry, which faces dynamic market conditions and changing consumer behavior. The automotive industry is one of Indonesia's strategic economic sectors, contributing to manufacturing, investment, exports, distribution networks, and employment. Data from the Indonesian Ministry of Industry, as cited by GAIKINDO, indicate that automotive investment reached IDR 194.22 trillion, involving 41 automobile manufacturers employing approximately 69,000 workers and 82 motorcycle manufacturers employing approximately 30,000 workers. However, the industry has experienced market pressures, reflected in declining production and vehicle sales. Automobile production decreased from 1,180,355 units in 2023 to 1,026,976 units in 2024. In 2025, wholesale vehicle sales reached 803,687 units, declining by 7.2% from 865,723 units in 2024, while retail sales declined by 6.3% from 889,680 units to 833,692 units. These conditions highlight the importance of strengthening sales strategies and improving sales employee performance.

Within this context, PT Asco Prima Mobilindo Bekasi Branch, as part of the official Daihatsu dealer network, faces increasing demands to provide fast, accurate, and customer-oriented services. Sales activities have expanded beyond face-to-face showroom interactions to digital channels, as consumers increasingly search for vehicle information through websites, social media, online reviews, and other platforms. This shift requires sales employees to manage digital communication, identify prospects, provide accurate product information, conduct customer follow-ups, and maintain customer relationships through digital channels. The importance of improving sales performance can be observed from the initial performance data during January–March 2026. Of 45 sales employees, 29 employees (64.4%) achieved less than 50% of their sales targets, while six employees (13.3%) had not recorded any realized sales or delivery orders. Only two employees (4.4%) achieved 75% or more of their sales targets. Preliminary observations and informal interviews conducted in April 2026 further indicated inconsistencies in prospecting activities, inaccuracies in communicating vehicle specifications and promotional programs, delays in customer responses and follow-ups, and limited initiative in identifying prospects, teamwork, and promotional activities. These findings indicate that employee performance involves not only sales target achievement but also work quality, quantity, timeliness, initiative, and adaptability.

The performance challenges are increasingly relevant because sales employees' activities are closely associated with digital technology, artificial intelligence (AI), and social media. Although employees use digital technologies and social media to communicate with customers, identify prospects, distribute promotional information, and conduct follow-ups, their utilization has not been fully optimized. Some employees still experience difficulties in managing customer data, developing promotional content, maintaining communication consistency, and utilizing AI effectively. Therefore, differences in digital competence, AI adoption, and social media use may contribute to variations in employee performance.

Digital competence enables employees to search for product information, understand promotional programs, manage customer data, use sales-support applications, and communicate through digital platforms. In addition, AI provides opportunities to support sales activities through information processing, communication preparation, promotional content development, customer analysis, and administrative tasks. However, AI availability does not automatically improve performance because its benefits depend on employees' acceptance and actual utilization. Chatterjee et al. (2021) indicate that AI adoption is influenced by technological, organizational, and behavioral factors. Social media use also plays an important role in marketing and sales by supporting customer interaction, prospect identification, product communication, and relationship development. Previous studies have shown that social media use can contribute to customer acquisition, relationship management, value creation, and sales performance (Agnihotri et al., 2016; Itani et al., 2017).

The relationships among these variables can be explained through the Technology Acceptance Model (TAM) proposed by Davis (1989). TAM states that technology acceptance is primarily influenced by perceived usefulness and perceived ease of use. In this study, digital competence represents a foundational capability for understanding and utilizing technology, AI adoption reflects employees' acceptance and utilization of intelligent technologies, and social media use represents the application of digital platforms in sales activities. These technology-related capabilities and practices may support employees in performing their tasks more effectively.

Despite growing research on digital technology and employee performance, several gaps remain. First, findings regarding digital competence and employee performance are inconsistent, indicating that the relationship may depend on organizational and occupational contexts. Second, research on AI adoption has focused largely on organizational transformation and productivity, while relatively limited attention has been given to its effect on individual sales employees' daily performance. Third, studies on social media use have reported mixed findings because social media may support sales activities but can also become ineffective when poorly managed. Furthermore, previous studies have generally examined digital competence, AI adoption, and social media use separately. Research integrating these three factors within a single model, particularly among automotive sales employees, remains limited. Therefore, this study examines the influence of digital competence, artificial intelligence (AI) adoption, and social media use on the performance of sales employees at PT Asco Prima Mobilindo Bekasi Branch. By integrating these three technology-related factors into a single research model, the study seeks to contribute to research on technology-based employee performance and provide practical insights for strengthening digital capabilities, optimizing AI utilization, and developing strategic social media practices to support customer engagement and sales target achievement.

METHODS

This study employed a quantitative research approach with a causal-associative design to examine the effect of digital competence, artificial intelligence (AI) adoption, and

social media use on employee performance. Data were collected through a survey using a structured questionnaire with a five-point Likert scale. The study utilized both primary and secondary data. Primary data were obtained directly from respondents through questionnaires, while secondary data were obtained from relevant company reports, statistical publications, industry reports, and previous scholarly studies. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.

The study consisted of three independent variables and one dependent variable. Digital competence (X1) refers to employees' ability to effectively utilize digital technologies and information in carrying out their work. AI adoption (X2) refers to the use and acceptance of artificial intelligence technologies to support work activities and decision-making. Social media use (X3) refers to employees' utilization of social media platforms for communication, information exchange, promotion, and customer engagement. Employee performance (Y) represents the achievement of work outcomes based on predetermined responsibilities and performance standards. These variables were operationalized through indicators measured using the questionnaire instrument. The population of this study comprised all sales division employees at PT Asco Prima Mobilindo Bekasi, totaling 45 employees. Because the population size was relatively small, the study employed a saturated sampling or census technique, in which all members of the population were included as research respondents. Thus, the sample consisted of 45 sales employees who met the established respondent criteria. The research focused on the sales division of PT Asco Prima Mobilindo Bekasi as the research object, with employees serving as the research subjects.

Data analysis was conducted using the PLS-SEM approach through SmartPLS 4. The analysis involved evaluating the measurement model through validity and reliability tests, followed by assessment of the structural model to examine the relationships among the variables. Hypothesis testing was performed using bootstrapping to determine the significance of the effects of digital competence, AI adoption, and social media use on employee performance. The research procedure generally consisted of questionnaire preparation, data collection, data processing, measurement-model evaluation, structural-model analysis, hypothesis testing, and interpretation of the findings.

RESULTS AND DISCUSSION

Analysis Test Results

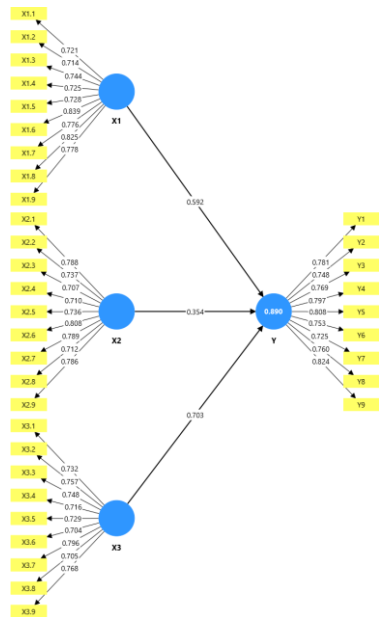


Figure 1.1PLS-SEM Model Testing Results
Source: SmartPLS output, 2026.

Outer Model Test
Convergent Validity Test through Outer Loading

Table 1 Outer Loading Test Results

Variables	Indicator	Outer Loading	Information
Digital Competence (X1)	X1.1	0.721	Valid
Digital Competence (X1)	X1.2	0.714	Valid
Digital Competence (X1)	X1.3	0.744	Valid
Digital Competence (X1)	X1.4	0.725	Valid
Digital Competence (X1)	X1.5	0.728	Valid
Digital Competence (X1)	X1.6	0.839	Valid
Digital Competence (X1)	X1.7	0.776	Valid
Digital Competence (X1)	X1.8	0.825	Valid
Digital Competence (X1)	X1.9	0.778	Valid
AI Adoption (X2)	X2.1	0.788	Valid
AI Adoption (X2)	X2.2	0.737	Valid
AI Adoption (X2)	X2.3	0.707	Valid
AI Adoption (X2)	X2.4	0.710	Valid
AI Adoption (X2)	X2.5	0.736	Valid

Variables	Indicator	Outer Loading	Information
AI Adoption (X2)	X2.6	0.808	Valid
AI Adoption (X2)	X2.7	0.789	Valid
AI Adoption (X2)	X2.8	0.712	Valid
AI Adoption (X2)	X2.9	0.786	Valid
Social Media Usage (X3)	X3.1	0.732	Valid
Social Media Usage (X3)	X3.2	0.757	Valid
Social Media Usage (X3)	X3.3	0.748	Valid
Social Media Usage (X3)	X3.4	0.716	Valid
Social Media Usage (X3)	X3.5	0.729	Valid
Social Media Usage (X3)	X3.6	0.704	Valid
Social Media Usage (X3)	X3.7	0.796	Valid
Social Media Usage (X3)	X3.8	0.705	Valid
Social Media Usage (X3)	X3.9	0.768	Valid
Employee Performance (Y)	Y1	0.781	Valid
Employee Performance (Y)	Y2	0.748	Valid
Employee Performance (Y)	Y3	0.769	Valid
Employee Performance (Y)	Y4	0.797	Valid
Employee Performance (Y)	Y5	0.808	Valid
Employee Performance (Y)	Y6	0.753	Valid
Employee Performance (Y)	Y7	0.725	Valid
Employee Performance (Y)	Y8	0.760	Valid
Employee Performance (Y)	Y9	0.824	Valid

Source: SmartPLS output, 2026.

Convergent Validity Test through Average Variance Extracted (AVE)

Table 2 AVE Test Results

Code	Variables	AVE	Information
X1	Digital Competence	0.581	Valid
X2	AI Adoption	0.568	Valid

X3	Use of Social Media	0.548	Valid
Y	Employee performance	0.600	Valid

Source: SmartPLS output, 2026.

Discriminant Validity Test using Fornell-Larcker

Table 3 Discriminant Validity Test using Fornell-Larcker

Construct	X1	X2	X3	Y
X1	0.762			
X2	-0.126	0.754		
X3	-0.104	0.119	0.740	
Y	0.475	0.363	0.684	0.775

Source: SmartPLS output, 2026.

Discriminant Validity Test via HTMT

Table 4 Discriminant Test Results via HTMT

Construct Relationship	HTMT Value	Information
X2 <-> X1	0.166	Fulfil
X3 <-> X1	0.142	Fulfil
X3 <-> X2	0.156	Fulfil
Y <-> X1	0.515	Fulfil
Y <-> X2	0.397	Fulfil
Y <-> X3	0.744	Fulfil

Source: SmartPLS output, 2026.

Construct Reliability Test

Table 5 Construct Reliability Test Results

Code	Variables	Cronbach's Alpha	rho_A	Composite Reliability (rho_C)	Information
X1	Digital Competence	0.909	0.911	0.926	Reliable
X2	AI Adoption	0.905	0.910	0.922	Reliable

X3	Use of Social Media	0.897	0.902	0.916	Reliable
Y	Employee performance	0.916	0.918	0.931	Reliable

Source: SmartPLS output, 2026.

Collinearity Statistics Test via Outer VIF

Table 6 Collinearity Statistics Test Results using Outer VIF

Indicator	VIF	Information
X1.1	1,932	There is no multicollinearity
X1.2	1,925	There is no multicollinearity
X1.3	1,878	There is no multicollinearity
X1.4	2,036	There is no multicollinearity
X1.5	1,904	There is no multicollinearity
X1.6	2,911	There is no multicollinearity
X1.7	2,224	There is no multicollinearity
X1.8	2,844	There is no multicollinearity
X1.9	2,129	There is no multicollinearity
X2.1	2,190	There is no multicollinearity
X2.2	1,843	There is no multicollinearity
X2.3	1,863	There is no multicollinearity
X2.4	1,854	There is no multicollinearity
X2.5	1,827	There is no multicollinearity
X2.6	2,350	There is no multicollinearity
X2.7	2,120	There is no multicollinearity
X2.8	1,725	There is no multicollinearity
X2.9	2,204	There is no multicollinearity
X3.1	1,820	There is no multicollinearity
X3.2	1,981	There is no multicollinearity
X3.3	1,943	There is no multicollinearity
X3.4	1,888	There is no multicollinearity
X3.5	1,860	There is no multicollinearity

Indicator	VIF	Information
X3.6	1,761	There is no multicollinearity
X3.7	2,174	There is no multicollinearity
X3.8	1,738	There is no multicollinearity
X3.9	2,193	There is no multicollinearity
Y1	2,134	There is no multicollinearity
Y2	2,111	There is no multicollinearity
Y3	2,366	There is no multicollinearity
Y4	2,179	There is no multicollinearity
Y5	2,537	There is no multicollinearity
Y6	2,183	There is no multicollinearity
Y7	2,028	There is no multicollinearity
Y8	2,341	There is no multicollinearity
Y9	2,783	There is no multicollinearity

Source: SmartPLS output, 2026.

Inner Model Test

Inner Model Collinearity Statistics (VIF) Test

Table 7 Inner Model Collinearity Statistics (VIF) Test Results

Variable Relationship	VIF	Information
X1 -> Y	1,024	There is no multicollinearity
X2 -> Y	1,028	There is no multicollinearity
X3 -> Y	1,023	There is no multicollinearity

Source: SmartPLS output, 2026.

Common Method Bias Test

Table 8 Common Method Bias Test Results

Construct	Full Collinearity VIF	Information
Digital Competence (X1)	1,193	No indication of common method bias
AI Adoption (X2)	1,122	No indication of common method bias
Social Media Usage (X3)	2,230	No indication of common method bias
Employee Performance	2,574	No indication of common method bias

(Y)		
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Source: CMB Model SmartPLS Output, 2026.

Coefficient of Determination (R-Square)

Table 9 R-Square Test Results

Endogenous Variables	R-Square	R-Square Adjusted	Information
Employee Performance (Y)	0.890	0.882	Strong

Source: SmartPLS output, 2026.

Effect Size (f-Square)

Table 10 f-Square Test Results

Variable Relationship	f-Square	Information
X1 -> Y	3,123	Big
X2 -> Y	1,111	Big
X3 -> Y	4,408	Big

Source: SmartPLS output, 2026.

Predictive Relevance (Q²predict)

Table 11 PLSpredict Test Results on Employee Performance Indicators

Indicator	Q ² predict	PLS-SEM RMSE	LM RMSE	Information
Y1	0.538	0.497	1,075	High Predictive Power
Y2	0.541	0.495	0.905	High Predictive Power
Y3	0.510	0.512	0.895	High Predictive Power
Y4	0.581	0.472	0.850	High Predictive Power
Y5	0.490	0.521	0.808	High Predictive Power
Y6	0.478	0.530	1,115	High Predictive Power
Y7	0.344	0.596	0.907	High Predictive Power
Y8	0.477	0.530	1,139	High Predictive Power
Y9	0.514	0.509	0.915	High Predictive Power

Source: SmartPLS PLSpredict output, 2026.

Fit Model

Table 12 Model Fit Test Results

Model Fit Indicators	Saturated Model	Estimated Model
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SRMR	0.077	0.077
d_ULS	3,903	3,903
d_G	5,494	5,494
Chi-square	782,519	782,519
NFI	0.516	0.516

Source: SmartPLS output, 2026.

Hypothesis Testing

Table 13 Path Coefficients Hypothesis Testing Results

Variable Relationship	Original Sample	Sample Mean	STDEV	T-Statistics	P-Values	Information
X1 -> Y	0.592	0.567	0.073	8,095	p < 0.001	Significant
X2 -> Y	0.354	0.338	0.074	4,810	p < 0.001	Significant
X3 -> Y	0.703	0.682	0.063	11,105	p < 0.001	Significant

Source: SmartPLS output, 2026.

Table 14 Hypothesis Testing Summary

Hypothesis	Hypothesis Statement	Testing Basics	Information
H1	Digital competence has a significant impact on the performance of sales division employees.	O = 0.592; T = 8.095; p < 0.001	Accepted
H2	AI adoption has a significant impact on the performance of sales division employees	O = 0.354; T = 4.810; p < 0.001	Accepted
H3	The use of social media has a significant impact on the performance of sales division employees.	O = 0.703; T = 11.105; p < 0.001	Accepted

Source: SmartPLS Bootstrapping Output 4, 2026.

Discussion

The discussion in this study focuses on interpreting the empirical findings regarding the effects of digital competence, artificial intelligence (AI) adoption, and social media use on the performance of sales division employees at PT Asco Prima Mobilindo Bekasi Branch. The hypothesis testing results indicate that all three independent variables have a positive and significant effect on employee performance. These findings suggest that employees with stronger digital competencies, higher levels of AI acceptance and utilization, and more optimal use of social media tend to demonstrate better work performance. Empirically, the findings indicate that digital transformation in sales activities is not merely determined by

the availability of technology but also by employees' ability and willingness to utilize such technology in performing their work. These findings can be explained through the Technology Acceptance Model (TAM) developed by Davis (1989), particularly the concepts of perceived usefulness and perceived ease of use. When technology is perceived as useful and relatively easy to use, employees are more likely to accept and utilize it in their work activities. Therefore, the findings affirm the view that effective technology utilization can become an important mechanism for improving employee work effectiveness.

The Effect of Digital Competence on Employee Performance

The results show that digital competence has a positive and significant effect on the performance of sales division employees at PT Asco Prima Mobilindo Bekasi Branch, as indicated by a path coefficient of 0.592, a T-statistic of 8.095, and $p < 0.001$. These findings indicate that higher levels of employee digital competence are associated with better employee performance. Empirically, this relationship can be understood from the characteristics of contemporary sales activities, which no longer rely solely on face-to-face communication but also involve product information searches, promotion and program verification, prospect and customer data management, work applications, and communication through digital channels. Employees who are capable of using digital technology effectively can obtain and process information more efficiently, respond to customers more quickly, conduct follow-ups, and complete their tasks more accurately. Thus, digital competence is not merely an additional skill but has become an important component of work capability that supports the achievement of sales targets.

This finding can be analyzed from the perspective of the Technology Acceptance Model (TAM) proposed by Davis (1989), which emphasizes perceived usefulness and perceived ease of use as important factors in technology acceptance. Employees with stronger digital competence tend to experience fewer difficulties when using technology to perform their tasks. Such competence enables employees to understand technological functions, select appropriate digital media, manage information, and integrate technology into their work activities. Consequently, digital competence strengthens employees' ability to obtain tangible benefits from technology. This perspective is consistent with Ferrari (2013) and van Laar et al. (2017), who conceptualized digital competence as involving the ability to use technology, manage information, communicate, collaborate, and solve problems. It is also supported by Vuorikari et al. (2022) and Huu (2023), who emphasized the importance of digital competence in increasingly technology-oriented work environments.

The findings therefore provide an affirmation of previous studies that position digital competence as a factor supporting individual effectiveness in technology-based work environments. The path coefficient of 0.592 also indicates a relatively strong effect of digital competence on employee performance. This means that technological mastery does not stop at the ability to operate devices or applications but can be translated into more effective work capabilities. In the context of PT Asco Prima Mobilindo Bekasi Branch, sales employees with stronger digital competence have greater capacity to manage vehicle and promotional

information, utilize work applications, communicate with customers, and follow up on prospects. Therefore, strengthening digital competence through training and continuous practice using technologies relevant to sales activities can serve as an important strategy for improving employee performance.

The Effect of AI Adoption on Employee Performance

The hypothesis testing results indicate that AI adoption has a positive and significant effect on the performance of sales division employees, with a path coefficient of 0.354, a T-statistic of 4.810, and $p < 0.001$. This finding indicates that higher levels of AI acceptance and utilization are associated with better employee performance. Empirically, AI can function as a supporting technology that helps employees complete their tasks more efficiently, including drafting customer communications, developing promotional ideas, summarizing product information, generating alternative approaches to customers, and assisting in the preparation of work reports. The positive effect indicates that AI is not merely perceived as an emerging technology but has begun to serve practical functions in supporting sales activities. The greater employees' ability to integrate AI into relevant tasks, the greater the potential for the technology to contribute to work productivity.

This finding can be explained through the TAM framework proposed by Davis (1989), particularly in relation to perceived usefulness and perceived ease of use. Employees are more likely to use AI when they perceive that the technology can help them complete their work and does not create significant difficulties in its application. In sales activities, perceived usefulness may emerge when AI can save time, assist in generating work-related information or materials, and provide alternatives for addressing customer needs. This finding is consistent with Davenport and Ronanki (2018), Haenlein and Kaplan (2019), Chatterjee et al. (2021), and Dwivedi et al. (2021a), who demonstrated that AI can support process efficiency, decision-making, and organizational transformation. Therefore, this finding provides an affirmation of previous research concerning the potential of AI as a technology that supports work effectiveness.

Nevertheless, the effect of AI adoption in this study has a lower coefficient than digital competence and social media use. This condition may indicate that although AI has contributed to employee performance, its integration into sales activities is not yet as strong as the utilization of digital technology and social media. This finding provides a nuance to previous studies that emphasize the strategic potential of AI in improving organizational effectiveness. At the individual employee level, the benefits of AI depend considerably on users' ability to identify tasks that can be supported by AI and integrate the technology into their work processes. Therefore, this finding simultaneously suggests that AI adoption should not be measured merely by whether employees use the technology, but also by whether they possess the knowledge, training, and work routines necessary to use it appropriately. The company therefore needs to encourage more structured AI utilization so that the technology becomes an integrated component of productive sales processes rather than merely an occasional supporting tool.

The Effect of Social Media Use on Employee Performance

Social media use was found to have a positive and significant effect on the performance of sales division employees, with a path coefficient of 0.703, a T-statistic of 11.105, and $p < 0.001$. This result indicates that social media use is the variable with the strongest effect on employee performance compared with digital competence and AI adoption. Empirically, this finding demonstrates that social media is highly compatible with the characteristics of sales work, which require rapid communication, prospect generation, product information dissemination, promotion, and customer relationship management. Social media enables employees to reach potential customers more broadly, communicate vehicle and promotional information, maintain continuous interaction, and identify new sales prospects. Therefore, the strategic use of social media for sales-related activities can function as an important instrument that directly supports employees' work performance and achievement of sales objectives.

From the perspective of TAM developed by Davis (1989), this effect can be understood through employees' perceptions that social media provides practical benefits and is relatively easy to use in their work activities. When social media is perceived as a means of acquiring customers, delivering promotional information, and facilitating communication, employees have stronger reasons to incorporate it into their sales activities. This finding is consistent with Trainor et al. (2014), Agnihotri et al. (2016), Appel et al. (2020), Schendzielarz et al. (2022), Itani et al. (2023), Franck and Dampérat (2023), and Liu et al. (2023), who demonstrated that social media can support customer communication, prospecting, customer engagement, customer relationship development, and salesforce performance. Thus, the present finding provides strong affirmation of previous research concerning the relevance of social media to sales activities.

However, this finding does not necessarily mean that greater social media intensity will always produce better employee performance. Guenzi and Nijssen (2020) demonstrated that social media may produce suboptimal outcomes when its use is not directed toward work objectives and is not integrated with sales activities. The present finding can therefore be interpreted as both an affirmation and an extension of previous research: social media can improve employee performance, but its benefits depend on how strategically and appropriately it is used. The path coefficient of 0.703 should be understood as evidence that social media use that is relevant to sales activities makes an important contribution to performance, rather than as evidence that unrestricted social media use is always beneficial. In the context of PT Asco Prima Mobilindo Bekasi Branch, social media is increasingly strategic because sales employees can use it to build customer networks, promote vehicles and sales programs, conduct follow-ups, and maintain interactions with prospective and existing customers. Therefore, social media use should be strategically directed, measurable, and aligned with sales targets so that its contribution to employee performance can be sustained over time.

CONCLUSION

Based on the results of the study, digital competence has a significant effect on the performance of sales division employees at PT Asco Prima Mobilindo Bekasi Branch. This finding indicates that employees with better abilities to utilize digital technology tend to demonstrate better performance in sales activities, information management, customer communication, and task completion. Similarly, AI adoption has a significant effect on employee performance, indicating that the acceptance and utilization of AI can support employees in preparing work materials, drafting customer messages or offers, summarizing information, generating ideas for customer approaches, and improving the effectiveness of sales activities.

Social media use also has a significant effect on the performance of sales division employees at PT Asco Prima Mobilindo Bekasi Branch. Among the variables examined, social media use has the largest path coefficient and effect size, indicating its particularly strong role in supporting employee performance. Through social media, sales employees can reach potential customers, communicate product and promotional information, maintain customer relationships, monitor market needs, and expand opportunities for generating new prospects. Overall, the findings demonstrate that digital competence, AI adoption, and strategic social media use are important factors in supporting the performance of sales employees, particularly within the increasingly digitalized automotive sales environment.

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