

## **ABSTRACT**

*The role of Information Technology (IT) has become a business enabler and strategic cause in today's business organizations so that in conducting business, processes that are effective and efficient in various aspects are needed. Thus, the application of IT value investment in various business sectors can be measured by the extent to which the influence of IT value investment on the performance of the company. This type of research is quantitative using descriptive data analysis techniques involving variant-based Structural Equation Model (SEM) methods, namely multivariate statistical techniques. The use of Partial Least Square (PLS) software to produce a model from 79 samples of PT. Infomedia Nusantara Jakarta operational IT division. The concept of this study is to test the extent to which the relationship between IT value and company performance is generated in a structural model by analyzing several variables that form the relationship between IT value and company performance based on Resource-Based View theory. The analysis was carried out by looking at each exogenous construct's correlation value against the endogenous construct. This research is an analysis of a model that states that IT-Resources have a significant positive effect on IT-Capability. IT-Capability has a positive and significant effect on IT-Competence. IT-Competence has a positive and significant effect on Competitive Advantage in the operational IT division of PT. Infomedia Nusantara Jakarta.*

*Keywords: IT value, Structural Equation Model, Partial Least Square, Resource-Based View.*