ABSTRACT

Implementing the IT Balanced Scorecard in various business sectors can be measured through the extent to which the implementation of the IT Balanced Scorecard has on performance measurement using COBIT 2019. This type of research involves how to cascade comparative analysis of the available scorecard and using descriptive data analysis techniques with the Structural Equation Model (SEM) based on variance is a multivariate statistical technique. The use of SmartPLS to generate a model from a sample of 113 employees of PT. Telekomunikasi Indonesia TBK Top 20 unit / Public Service Division of Solution, Delivery, and Assurance. The concept of this research is to examine how the structural model creates a relationship between the Balanced Scorecard and company performance by conducting a screening process on the Top 20 / Public Service units. The results of this study are an analysis of the IT BSC model with four perspectives, and namely, Customer Orientation has a real and significant effect. To Corporate Contribution. Operational Excellence has a real and significant impact on Customer Orientation. Future Orientation has a real and significant impact on Operational Excellence in the Top 20 / Public Service unit. This is an answer to implementing the IT Balanced Scorecard on the Top 20 / Public Service unit of PT. Telekomunikasi Indonesia TBK.

Keywords*: IT Balanced Scorecard, Cascading, Structural Equation Model, Corporate Contribution, Operational Excellence, Customer Orientation, Future Orientation*