ABSTRACT

This study aims to determine the relationship between the four perspectives on the IT balanced scorecard used as variables: corporate contribution, user orientation, operational excellence, and future orientation supported by 13 indicators taken from the alignment goals referring to COBIT 2019. Variables will be processed into a statement in the questionnaire, answered using a Likert scale by employees of the Top 200 and Government Units at PT. Telekomunikasi Indonesia Tbk by generating 78 respondents. The questionnaire results are used as initial data for analysis using a structural equation model approach or commonly known as SEM, using the SmartPLS 3.0 application. Data processing in this research consists of testing the outer model, testing the inner model, and testing the hypothesis using t-statistics. The outer model is used to test the validity and reliability. The validity test is carried out by assessing the results of convergent validity and discriminant validity. The reliability test was carried out using the value of Cronbach's alpha. In comparison, the inner model is used to analyze R^2 and see the influence between variables. This study investigates the model, which states that future orientation has a positive and significant effect on operational excellence, operational excellence has a positive and significant impact on user orientation, and user orientation has a positive and significant impact on corporate contribution.

Keywords— information technology, IT balanced scorecard, smartPLS, structural equation model, COBIT 2019