

ABSTRACT

The application of Information Technology (IT) is one solution to improve company performance. So that the implementation of the IT Balanced Scorecard for measuring performance by incorporating four aspects/perspectives in it, namely the Corporate Contribution perspective (company contribution perspective), Customer-oriented (customer orientation perspective), Operational Excellence perspective (Operational Excellence perspective), and Future Orientation perspective) in measuring the performance of the company's performance. This type of research is quantitative with data analysis techniques used, namely descriptive analysis techniques using the Structural Equation Model (SEM) with 80 samples of the Business Service Unit Division of Natural Resources at PT. Telekomunikasi Indonesia with the help of Partial Least Square (PLS) software. Structural Equation Modeling (SEM) is a multivariate statistical technique that combines factor analysis with regression analysis (correlation), which aims to examine the relationships between variables that exist in a model, be it between indicators and constructs or relationships between constructs. This study examines the relationship between the IT Balanced Scorecard and the company's performance. This research method analyzes several variables in the IT Balanced scorecard perspective based on resource-based theory by collecting data using e-questionnaires compiled in google. The conceptual model is tested. The test consists of an inner model, outer model, and hypothesis testing. They are testing the data with the outer model, namely validity and reliability with discriminant validity tests, convergent validity, and AVE (Average variance extracted). In the Cronbach Alpha Reliability test and Composite Reliability. In the outer model test. In the Inner model test, the test uses bootstrapping, and the t-statistic test parameters are obtained to predict the existence of a causal relationship. The Inner Model in PLS is evaluated using R² for the dependent variable, the path coefficient value (the path that describes the strength of the relationship between variables), to test the significance between variables in the inner model (structural model). The result of this research is an analysis of a model which states that Future Orientation has a positive and significant effect on Operational Excellence. Operational Excellence has a significant positive impact on Customer Orientation. Customer Orientation has a positive and significant impact on Corporate contribution in the Business Service Unit of the SDA Division of PT. Telekomunikasi Indonesia.

Keywords— *Balanced Scorecard, Partial Least Square Structural Equation Modelling*