

ABSTRACT

ANALYSIS OF THE INFLUENCE OF IT GOVERNANCE ON DIGITAL TRANSFORMATION AND ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF INSURANCE A

By

Uli Artha

1202184365

Along with the emergence of digital technology, innovation competition, behavioral changes, and government regulations, "Making BUMN 4.0" has become a disruption that forces incumbent organizations to carry out digital transformation (DT). It turns out that many of DT's efforts fail to live up to expectations due to poor governance. Previous studies have proven 46 IT governance mechanisms (ITG). However, the traditional ITG may no longer be valid in favor of the DT journey. Unfortunately, few studies investigate the mechanisms of hybrid ITG (traditional and agile/adaptive) influencing DT and explore how DT affects organizational performance (OP). Therefore, we propose a research question about how the 46 ITG mechanisms affect DT and organizational performance in the Indonesian insurance industry. Insurance A was chosen because there is a strategic direction that mandates one of the focus areas, namely DT acceleration, as the basis for digitizing Insurance A. The method used is a case study with qualitative data collection through semi-structured interviews and thematic analysis. This study succeeded in showing a combination of hybrid ITG mechanisms that affect DT and the dimensions of DT that affect OP through a balanced scorecard (BSC) perspective. This research is expected to be a reference for further study and can also be an implementation reference for supervising DT journey, especially in the insurance industry.

Keywords — *IT governance, digital transformation, organizational performance, case studies, insurance, Indonesia.*