

## **ABSTRACT**

*Company performance PT. Indonesia Power UPJP Kamojang experienced a change in 2017-2018. This is seen from the company's performance data measured based on perspectives: finance, consumers, internal business processes, learning and growth, leadership, governance and social responsibility. The company's success in improving company performance is not immune from the existence of factors that support this success. One of the factors that support the improvement of performance in companies is the implementation of digital innovations used by companies.*

*This purpose is to determine the effect of the implementation of digital innovation on company performance from the perspective of learning and growth of PT. Indonesia Power UPJP Kamojang. This type of research is descriptive and causal. The total sample of 147 employees of PT. Indonesia Power UPJP Kamojang, with a sampling technique that is simple random sampling. Data analysis using the analysis of the Structural Equation Model (SEM).*

*The results showed that digital innovation and company performance were categorized as good. The statistical test results obtained there are positive and significant effects of digital innovation on company performance viewed from a financial perspective, consumer perspective, internal business process perspective and PT. Indonesia Power UPJP Kamojang. It is recommended that companies need to improve the quality of ERP systems by completing features, raising system standards, maintaining system maintenance, improving the appearance of ERP systems, improving internal business processes and growth and learning.*

*Keywords: digital innovation and company performance*