

ABSTRACT

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

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Disruption of digital technology, increased competition, changes in stakeholder behavior, and the impact of the COVID-19 pandemic have made many incumbent companies invest in Digital Transformation (DT). However, many DT failures are thought to be caused by a lack of good governance practices. Previous research has shown the role of IT Governance (ITG) to improve Organizational Performance (OP). But there has been no research on the effect of ITG mechanisms (structure, process, relational) on the success of DT and OP. Bank B was chosen because banks are heavily affected by financial technology and Indonesia has high economic potential through DT acceleration. Therefore, this research was carried out using case study methods, qualitative data collection through interviews, and thematic analysis. This research has contributed to the validation of 46 ITG hybrid mechanisms that influence DT, 6 dimensions of DT that influence OP, as well as identifying OP achievements in 4 BSC perspectives. This research can be a reference for researchers to explore the hybrid ITG mechanism further, as well as an implementation reference for practitioners.

Keywords—*Digital transformation, IT governance, organizational performance, banks, indonesia.*