

ABSTRACT

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

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Changes in the digital world are very influential on the sustainability of an organization. Therefore, many companies have decided to carry out Digital Transformation (DT) to increase company value and meet customer needs, especially in the era of the COVID-19 pandemic. However, many companies do not succeed in DT due to the lack of good IT Governance (ITG) practices. Previous research has shown the role of ITG to improve Organizational Performance (OP), but there has been no research on the effect of ITG mechanisms (structure, process, and relational) on the success of DT and OP. Insurance C was chosen because the insurance industry is heavily influenced by technology and Indonesia has high economic potential through DT. Therefore, this research was conducted using a case study method, qualitative data collection through interviews, and thematic analysis. This study has contributed to the validation of 46 hybrid ITG mechanisms that affect DT, 6 dimensions of DT that affect OP, and identified OP achievement 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, case study, insurance, Indonesia.*