

ABSTRACT

The rapid technological development in this era along with Covid-19 Pandemic have forced various industrial sectors to carry out digital transformations, including banking, where it is believed that this will affect the company's performance in general. This study aims to determine the effect of Digital Transformation on Company Performance.

This study uses a quantitative research design with surveys and financial reports study as data collection methods. This study uses a saturated sampling technique consisting of 86 Branch Heads of Bank Syariah Indonesia Regional VI Bandung. The analytical technique used in this research is Structural Equation Modeling (SEM) - Partial Least Square (PLS).

The results of the study found that each dimension of Digital Transformation has a significant effect on Company Performance, with the coefficient of Digital Savvy Skills being positive, Conditions for Actions and Interactions negative and Digital Intensity positive. These findings show that the banking industry, especially Bank Syariah Indonesia (BSI) Regional VI Bandung, needs to improve the digital skills of employees from the staff to director level (Digital Savvy Skills), as well as increase activities and digital facilities and infrastructure within the company (Digital Intensity) so that they can continue to improve company performance.

Keywords: Digital Transformation, Bank, Performance, Skills, Bank Syariah Indonesia