

ABSTRACT

PT. Agriaku Digital Indonesia, or Agriaku, founded in 2021, is a technology company focused on the agribusiness sector in Indonesia. The company faces a challenge in achieving innovation outcomes, which are not aligned with the limitations in big data capabilities and the organization's ability to adapt to the changes brought by digital technologies. The aim of this research is to explore and analyze the impact of digital transformation on innovation performance, considering the roles of big data capability and organizational agility at Agriaku's work units.

The research methodology used in this study is a quantitative approach with SEM-PLS. Data was collected through questionnaire involving 31 work units and 216 respondents. The results show that digital transformation has a significant impact on innovation performance at PT. Agriaku, while big data capability and organizational agility do not play a significant mediating role in the relationship between digital transformation and company performance.

Keywords: *Digital Transformation, Innovation Performance, Big Data Capability, Organizational Agility*