

INTISARI

Tujuan – Penelitian ini bertujuan untuk menguji pengaruh orientasi digital, kemampuan digital, dan sinergi IT dan bisnis terhadap transformasi digital, serta menguji pengaruh ketiga variabel tersebut terhadap kinerja perguruan tinggi dengan transformasi digital sebagai variabel mediasi.

Metode Penelitian – Penelitian ini merupakan penelitian kuantitatif dengan menggunakan dimensi waktu *cross sectional*, yakni pada saat pandemi Covid-19 terjadi. Dalam analisis kuantitatif, data diperoleh melalui hasil survei yang dilakukan dengan cara menyebarkan kuesioner *online* via *email* ke perguruan tinggi di Indonesia. Data dianalisis dengan metode analisis SEM-PLS.

Temuan – Hasil penelitian menunjukkan bahwa orientasi digital berpengaruh positif signifikan terhadap transformasi digital, kemampuan digital berpengaruh positif signifikan terhadap transformasi digital, serta sinergi IT dan bisnis berpengaruh positif signifikan terhadap transformasi digital. Selain itu, transformasi digital juga mampu memediasi pengaruh orientasi digital, kemampuan digital, serta sinergi IT dan bisnis terhadap kinerja perguruan tinggi.

Orisinalitas – Penelitian ini memberikan kontribusi akademik sebagai referensi mengenai faktor-faktor yang memengaruhi transformasi digital dan kinerja perguruan tinggi di Indonesia selama pandemi Covid-19.

Kata kunci: *Orientasi dan kemampuan digital, sinergi IT dan bisnis, transformasi digital, kinerja perguruan tinggi, pandemi Covid-19*

ABSTRACT

Objective - This study aims to examine the effect of digital orientation, digital capabilities, and IT and business synergies on digital transformation as well as examine the effect of these three variables on college performance with digital transformation as a mediating variable.

Research Method - This research is a quantitative study using a cross-sectional time dimension, that is when the COVID-19 pandemic occurred. In quantitative analysis, the data was obtained through the results of a survey conducted by distributing questionnaires online via email to college in Indonesia. The data were analyzed by using the SEM-PLS analysis method.

Findings - The results of the study show that digital orientation has a significant positive effect on digital transformation, digital capabilities have a significant positive effect on digital transformation, and IT and business synergy have a significant positive effect on digital transformation. In addition, digital transformation is also able to mediate the influence of digital orientation, digital capabilities, and IT and business synergy on college performance.

Originality - This research provides an academic contribution as a reference regarding the factors that influence digital transformation and the performance of college in Indonesia during the Covid-19 pandemic.

Keywords: *Digital orientation and capabilities, IT and business synergy, digital transformation, college performance, Covid-19 pandemic*