



## DAFTAR ISI

<b>HALAMAN JUDUL .....</b>	<b>i</b>
<b>HALAMAN PENGESAHAN.....</b>	<b>ii</b>
<b>PERNYATAAN KEASLIAN KARYA TULIS TESIS.....</b>	<b>iii</b>
<b>KATA PENGANTAR.....</b>	<b>iv</b>
<b>DAFTAR ISI.....</b>	<b>vi</b>
<b>DAFTAR TABEL .....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>x</b>
<b>ABSTRAK .....</b>	<b>xi</b>
<b>ABSTRACT .....</b>	<b>xii</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
1.1    Latar Belakang .....	1
1.2    Rumusan Masalah .....	9
1.3    Pertanyaan Penelitian .....	10
1.4    Tujuan Penelitian .....	10
1.5    Manfaat Penelitian .....	11
1.6    Lingkup Penelitian .....	11
1.7    Sistematika Penelitian .....	12
<b>BAB II LANDASAN TEORI .....</b>	<b>14</b>
2.1    Strategi .....	14
2.2    Transformasi Digital .....	18
2.2.1    Konsep Transformasi Digital.....	18
2.2.2    Kerangka Transformasi Digital .....	20
2.3 <i>Strategic Aligment Model</i> .....	29
2.3.1    Konsep <i>Strategic Aligment Model</i> .....	29
2.3.2    Framework <i>Strategic Aligment Model</i> .....	31
2.4    Penelitian Terdahulu .....	35
2.5    Kerangka Penelitian .....	40
<b>BAB III METODE PENELITIAN .....</b>	<b>41</b>
3.1    Desain Penelitian.....	41
3.2    Jenis Penelitian.....	42



3.3	Metode Pengumpulan Data .....	43
3.4	Instrumen Penelitian .....	44
3.5	Metode Analisis Data.....	44
3.5.1	Pengukuran Data.....	45
3.5.2	Metode Penyajian Data.....	48
3.5.3	Kesimpulan .....	49
3.6	Profil Perusahaan .....	49
3.6.1	Sejarah Singkat Perusahaan .....	49
3.6.2	Visi dan Misi Perusahaan .....	52
<b>BAB IV HASIL DAN PEMBAHASAN .....</b>		<b>54</b>
4.1	Analisis Transformasi Digital .....	54
4.2	Allignment Perpektif .....	62
4.2.1	<i>Customer Perspektif</i> .....	62
4.2.2	<i>Strategic Direction</i> .....	63
4.2.3	<i>Organization and IT</i> .....	68
4.3	<i>Integrating the Three Perspectives</i> .....	68
4.3.1	<i>Strategic Alignment of CustReq1 and StratDir</i> .....	68
4.3.2	<i>Strategic Alignment of CustReq1 and OrgIT</i> .....	69
4.3.3	<i>Strategic Alignment of CustReq2 and StartDir</i> .....	70
4.3.4	<i>Strategic Alignment of CustReq2 OrgIT</i> .....	71
4.3.5	<i>Strategic Alignment of CustReq3 and StartDir</i> .....	71
4.3.6	<i>Strategic Alignment of CustReq3 OrgIT</i> .....	72
4.3.7	<i>Strategic Alignment of CustReq4 and StratDir</i> .....	73
4.3.8	<i>Strategic Alignment of CustReq4 OrgIT</i> .....	74
4.3.9	<i>Strategic Alignment of StratDir1 OrgIT</i> .....	74
4.3.10	<i>Strategic Alignment of StratDir2 OrgIT</i> .....	75
4.3.11	<i>Strategic Alignment of StratDir3 OrgIT</i> .....	75
4.3.12	<i>Strategic Alignment of StratDir4 OrgIT</i> .....	76
4.3.13	<i>Strategic Alignment of StratDir5 OrgIT</i> .....	77
4.3.14	<i>Strategic Alignment of StratDir6 OrgIT</i> .....	77
<b>BAB V KESIMPULAN .....</b>		<b>79</b>



5.1	Simpulan .....	79
5.2	Implikasi.....	81
5.3	Keterbatasan.....	81
5.4	Saran.....	81
	<b>DAFTAR PUSTAKA .....</b>	<b>83</b>
	<b>LAMPIRAN.....</b>	<b>85</b>