

ABSTRACT

Digital transformation has become a significant phenomenon across various industries, including the palm oil plantation sector. PT Dharma Agung Wijaya is undergoing a digitalization process to improve operational efficiency and effectiveness, but faces several challenges that need to be identified and addressed. This study aims to analyze the factors that pose challenges in the implementation of digital transformation within the company and provide recommendations for corrective actions.

The research method is quantitative, involving the distribution of online questionnaires to employees engaged in the digital transformation process. A stratified random sampling technique was used, with 379 participants selected from four main digital platforms. The data were processed using SPSS 26.

The results of the study show that the newly formed factors are not significantly different from the initial factors, with seven challenge factors grouped into six main factors: digital culture, digitalization, digital technology as a business model and agile, digital leadership, digital disruption, and digital skills. The analysis indicates that digital culture plays the most dominant role in determining the success of digital transformation. This study provides both theoretical and practical contributions to the company in optimizing the digital transformation process.

Keywords: *digital transformation, palm oil, operational efficiency, digital data, technology adoption, digital culture, factor analysis, digital capability*