

ABSTRACT

Digital transformation has become an important element in improving the competitiveness and sustainability of organizations in the modern era, including in the oil palm plantation sector. PT Dwi Mitra Adhiusaha, which operates in Central and South Kalimantan, faces various challenges in its efforts to implement digital transformation to improve operational efficiency and company performance.

This study aims to identify organizational and managerial factors that influence the successful implementation of digital transformation, such as Organization Culture (OC), Organization Structure (OS), Organization Agility (OA), IT Alignment (ITA), Information Security (IS), Stakeholder Relationship (SR), and Digital Transformation (DT). The research approach uses quantitative methods with PLS-SEM techniques to analyze the relationship between variables based on data collected from 147 employees through online questionnaires.

Hypothesis testing results show that Organization Culture (OC) has a significant effect on IT Alignment (ITA) and Information Security (IS) but not on Organization Agility (OA) and Digital Transformation (DT). Organization Structure (OS) has a significant influence on OA, ITA, and IS. In addition, ITA is proven to play an important role in supporting Digital Transformation (DT), while OA has no significant effect on ITA or DT. Overall, IT Alignment (ITA) is a key factor in digital transformation, with OC and OS contributing to ITA and IS.

Keywords: *Palm Oil Industry, Digital Transformation, Organizational Culture, Information Security, Effectiveness, and Efficiency.*