

ABSTRACT

Digital transformation is currently very important for companies as a step to adapt in the current digital era, especially for hospitality. However, not all companies can easily carry out digital transformation, especially in the hospitality sector. That way, the purpose of this research is to find out what inhibiting factors are experienced by Hotel Flamboyan Indah in carrying out digital transformation. This research contains inhibiting factors for digital transformation, namely Human Resources consists of (1) Trust and (2) Commitment, Technology which consists of (3) IT Expertise and (4) IT Strategic Role, (5) Relationship between IT and business processes, and (6) Digital leadership. The research method used is qualitative research. The data collection technique used was in-depth interviews with three internal sources from Hotel Flamboyan Indah and one external source which was used as a benchmark. The results showed that 3 of the 6 variables studied were factors that hindered the Flamboyan Indah Hotel from carrying out digital transformation. The inhibiting factors are (1) IT expertise, (2) Relationship between IT and business processes, and (3) Digital leadership, while other factors do not hinder. Hotel Flamboyan Indah must first focus on overcoming the three variables that are obstacles to digital transformation and for further research it can be carried out in other business.

Fields keywords: Digital Transformation, Digital Transformation Inhibiting Factors, Hospitality