

## **ABSTRACT**

*Currently, the business environment is in the industrial era 4.0, where digital transformation and technological changes underlie all business activities. Companies that are successful in facing digital transformation through integrating technology and resources will be able to seize opportunities and have their own advantages. For this reason, in facing digital transformation through quality 4.0, companies need to be prepared in various aspects This study aims to determine the organizational readiness factors of PT Honda Indonesia in facing quality 4.0. The organizational readiness factors consists of support and commitment from top management, quality 4.0 vision and strategy, leadership, training and rewards, knowledge and awareness of quality 4.0, organizational culture, customer readiness, and supplier readiness for digital transformation with quality 4.0.*

*This research will be conducted using quantitative methods with descriptive and verification approaches. The study population was PT Honda Indonesia dealers in West Java and DKI Jakarta with a total of 55 dealers. The statistical analysis used in this study is multiple linear regression analysis. The results of the study state that there is an influence from top management support and commitment, quality 4.0 vision and strategy, leadership, training and rewards, organizational culture, knowledge and awareness of quality 4.0, customer readiness, and supplier readiness on digital quality 4.0 transformation at PT Honda Indonesia.*

*Keywords: Digital Transformation, Organizational Readiness, Quality 4.0*