

ABSTRACT

This study aims to examine and analyze the influence of digital transformation on competitive advantage in the Leisure Industry MSMEs after the pandemic in DIY. The object of this study focuses on all owners of the Leisure Industry MSMEs spread throughout DIY. The research method used is quantitative, and questionnaires were distributed to owners of the Leisure Industry MSMEs in DIY. Data analysis was carried out using SmartPLS software, including descriptive analysis, to assess and understand the characteristics of respondents. The results of the study are expected to improve the quality of human resources and infrastructure to support the implementation of digital transformation with competitive advantages in DIY.

***Keywords: Digital Transformation, Competitive Advantage, MSMEs
Leisure Industry***