

ABSTRACT

Digital transformation is an important need for the cooperative sector to remain competitive in the digital era. This study evaluates the readiness of technology and cybersecurity in supporting digital transformation in cooperatives in Bandung. Using a quantitative approach and SEM-PLS method, data were collected through valid online questionnaires from 263 cooperative management respondents. This study proposes 4 hypotheses, which test the relationship between technology readiness and cybersecurity readiness on the success of digital transformation, as well as its impact on tangible and intangible benefits for cooperatives. The results show that technology readiness and cybersecurity have a positive and significant effect on the success of digital transformation. This transformation provides tangible benefits, such as operational efficiency, and intangible benefits, such as increased reputation and member trust. This study contributes to the literature on cooperative readiness in facing digital transformation and provides recommendations for strengthening.