ABSTRACT

The transportation and gas industries are key sectors in the global energy supply that support economic growth and industrialization. PT XYZ faces several challenges, such as high operating costs, a lack of employee skills in using digital technology, and commodity price fluctuations. This study aims to analyze the level of digital maturity at PT XYZ in Pekanbaru to understand the extent of the company's readiness to adopt digital transformation and how to develop its strategy going forward. This study uses a quantitative approach with data collection methods through questionnaires based on the Digital Maturity Index model. There are two main indicators in this measurement, namely digital capability and digital impact. The data obtained is analyzed using Microsoft Excel and SPSS to produce a digital maturity score classified into maturity level quadrants. The results of the study show that PT XYZ is in the transformative stage with a digital capability score of 77.02 and a digital impact score of 77.48. These results indicate that PT XYZ has a high commitment to problem solving through the implementation of digital strategies, strong capabilities in digital development, and an embedded culture of innovation. Digital technology in the company has been significantly integrated into business processes and has generated tangible value such as improved operational efficiency, customer experience, and potential for business model innovation. However, there are five variables that PT XYZ needs to improve: Digital Infrastructure and Platform, Risk Management, Business Ecosystem Design, Digital Governance, and Revenue Resilience.

Keywords: Transportation and Gas Industry, Digital Maturity Model, Digital Transformation, Digital Maturity Level, Digital Maturity Position.