

The Impact of Digital Transformation on Financial Performance in Real Estate in Saudi Arabia

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1. Introduction

Digital transformation has become a central driver of organizational competitiveness, particularly in sectors undergoing rapid modernization. In Saudi Arabia, the real estate industry is experiencing significant technological advancement driven by Vision 2030 initiatives, government digitalization programs, and the rise of Prop Tech solutions. Small and Medium Enterprises (SMEs) in the real estate sector are increasingly adopting digital tools such as cloud-based property management systems, digital marketing platforms, automated valuation models, and customer relationship management (CRM) systems.

Despite these advancements, many real estate SMEs still struggle to understand how digital transformation directly influences their financial performance. This research aims to examine the relationship between digital transformation and financial outcomes within Saudi Arabian real estate SMEs, providing insights that can support strategic decision-making and enhance competitiveness.

2. Research Problem

Although digital transformation is widely recognized as a strategic necessity, real estate SMEs in Saudi Arabia vary significantly in their adoption levels. Many firms invest in digital tools without clear evidence of financial returns, while others hesitate due to cost, lack of expertise, or uncertainty about benefits.

This raises a key question: Does digital transformation truly improve financial performance in real estate SMEs in Saudi Arabia?

3. Research Significance

This study is significant for several reasons:

- Supports Vision 2030 goals by promoting digital innovation in a key economic sector.
- Provides SMEs with evidence-based insights on the financial impact of digital transformation.
- Helps managers make informed investment decisions regarding digital tools and technologies.
- Contributes to academic literature on digital transformation in emerging markets, particularly within the real estate industry.

4. Research Questions

1. What is the level of digital transformation adoption among real estate SMEs in Saudi Arabia?
2. How does digital transformation influence financial performance in these SMEs?
3. Which digital transformation dimensions (e.g., digital tools, automation, data analytics) have the strongest impact on financial outcomes?

5. Research Objectives

1. To assess the extent of digital transformation adoption in real estate SMEs in Saudi Arabia.
2. To examine the relationship between digital transformation and financial performance.
3. To identify which digital transformation components contribute most to financial improvement.

6. Research Hypotheses

H1: Digital transformation has a positive and significant impact on the financial performance of real estate SMEs in Saudi Arabia.

H2: The adoption of digital tools significantly enhances revenue growth in real estate SMEs.

H3: Automation and process digitalization improve cost efficiency in real estate SMEs.

7. Research Model

Independent Variable:

- Digital Transformation
 - Digital tools adoption
 - Automation
 - Data analytics
 - Digital customer engagement

Dependent Variable:

- Financial Performance
 - Revenue growth
 - Profitability
 - Cost efficiency

8. Scope of the Study

- Geographical Scope: Saudi Arabia
- Sector: Real estate SMEs
- Time Scope: 2024–2025
- Content Scope: Digital transformation practices and financial performance indicators

9. Project Structure

- Chapter 1: Introduction and research framework
- Chapter 2: Literature review
- Chapter 3: Methodology
- Chapter 4: Data analysis and findings
- Chapter 5: Conclusion and recommendations

Chapter 2: Literature Review

2.1 Digital Transformation

Digital transformation refers to the integration of digital technologies into business processes to improve efficiency, customer experience, and decision-making. In the real estate sector, this includes digital property listings, CRM systems, automated valuation models, virtual tours, and cloud-based management systems.

2.2 Digital Transformation in Real Estate

Globally, the real estate industry is adopting Prop Tech solutions to streamline operations and enhance customer engagement. In Saudi Arabia, government initiatives such as the Real Estate General Authority (REGA) and digital platforms like “Ejar” and “Sakani” have accelerated digital adoption.

2.3 Financial Performance

Financial performance is commonly measured through profitability, revenue growth, and cost efficiency. SMEs often rely on digital tools to reduce operational costs, improve marketing reach, and enhance customer acquisition.

2.4 Relationship Between Digital Transformation and Financial Performance

Studies show that digital transformation improves financial outcomes by:

- Reducing manual processes
- Enhancing data-driven decision-making
- Improving customer experience
- Increasing operational efficiency

However, the impact varies by industry and adoption level, making it essential to study real estate SMEs specifically.

Reference List

- Al-Mashaqbeh, I. (2022). Digital Transformation and Organizational Performance in SMEs. Journal of Business Research.
- Real Estate General Authority (REGA). (2023). Digital Initiatives in Saudi Arabia.
- Saudi Vision 2030. (2024). Digital Economy and Innovation Pillars.
- Porter, M. (2019). Technology and Competitive Advantage. Harvard Business Review.

Appendix: Questionnaire

Section A: Demographics

1. Company size
2. Years in operation
3. Type of real estate activity

Section B: Digital Transformation

1. Our company uses digital tools for property management.
2. We use digital marketing platforms to reach customers.
3. We have automated some internal processes.
4. We use data analytics for decision-making.

Section C: Financial Performance

1. Our revenue has increased in the past 2 years.
2. Our profitability has improved due to digital tools.
3. Digital transformation has reduced operational costs.

(Responses measured using a 5-point Likert scale)

Table of Research Instruments

Variable	Dimension	Questionnaire Items	Measurement Scale
Digital Transformation	Digital tools	B1, B2	Likert (1–5)
Digital Transformation	Automation	B3	Likert (1–5)
Digital Transformation	Data analytics	B4	Likert (1–5)
Financial Performance	Revenue growth	C1	Likert (1–5)
Financial Performance	Profitability	C2	Likert (1–5)
Financial Performance	Cost efficiency	C3	Likert (1–5)

Chapter 3: Research Methodology

3.1 Introduction

This chapter explains the methodology applied in this research to answer the study questions and test the hypotheses regarding the impact of digital transformation on financial performance in real estate SMEs in Saudi Arabia. It presents the operational definitions of the study variables, research design, population and sampling, data collection methods, and data analysis procedures.

3.2 Operational Definitions for Research Variables

Independent Variable (X): Digital Transformation

Operational Definition: Digital transformation refers to the extent to which real estate SMEs adopt digital tools, automation technologies, data analytics, and digital customer engagement platforms. It is measured using a 5-point Likert scale across four dimensions: digital tools adoption, automation, data analytics, and digital customer engagement.

Dependent Variable (Y): Financial Performance

Operational Definition: Financial performance refers to the financial outcomes of real estate SMEs, measured through revenue growth, profitability, and cost efficiency. These are assessed using a 5-point Likert scale.

3.3 Research Design

- **Research Philosophy:** Positivist
- **Research Approach:** Deductive
- **Research Strategy:** Survey
- **Research Choice:** Quantitative
- **Time Horizon:** Cross-sectional

3.4 Data Collection & Analysis Techniques: Questionnaire and SPSS statistical analysis.

- **Research Population & Sampling:**

Research Population: Real estate SMEs operating in Saudi Arabia, including property management firms, real estate brokerage offices, real estate development SMEs, and leasing service providers. Estimated population size: ~1,500 SMEs.

Research Sample: Based on Krejcie & Morgan (1970), the required sample size for a population of 1,500 is 306 respondents.

3.5 Sampling Method & Techniques: Non-probability sampling using convenience sampling due to accessibility and willingness of respondents.

- **Data Collection Method:**

Data was collected using a structured questionnaire divided into three sections: demographics, digital transformation, and financial performance. A 5-point Likert scale was used.

Instrument for Independent Variable (X)

Digital tools (2 items)

Automation (1 item)

Data analytics (1 item)

Digital customer engagement (1 item)

Total: 5 items

Instrument for Dependent Variable (Y)

Revenue growth (1 item)

Profitability (1 item)

Cost efficiency (1 item)

Total: 3 items

3.6 Types of Data

Primary Data: Collected directly from respondents via questionnaire.

Secondary Data: Academic journals, government reports, Vision 2030 documents, and previous studies.

3.7 Data Analysis Methods & Procedures

SPSS version 28 was used for analysis. Descriptive statistics were used for sample profiling. Validity was tested using Exploratory Factor Analysis (EFA). Reliability was tested using Cronbach's Alpha. Inferential statistics (correlation and regression) were used to test hypotheses.

3.8 Conclusion

This chapter presented the methodology used to investigate the impact of digital transformation on financial performance in real estate SMEs in Saudi Arabia. It outlined the operational definitions, research design, population and sampling, data collection instruments, and data analysis procedures.