

## **ABSTRACT**

### **THE EFFECT OF INOVATION, LOCATION, PRODUCT QUALITY AND PRICE TOWARD COMPETITIVE ADVANTAGE OF SOSIS GULUNG JURAGAN IN BANDAR LAMPUNG**

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**The aims of this research are to know the effect of innovation, location, product quality and price toward advantage competitive of sosis gulug Juragan in Bandar Lampung. This research use explanative ressearch. The population in this research is sosis gulung Juragan consumer, with sample amount 75 person. Sampling technique in this research is incidental sampling with technique of linear regression analysis. The result of this research are in parcial innovation and location variable significantly affected to competitive advantages, product quality and price not significantly affected to competitive advantage. A while, semultaneously all variable independent significantly affected to competitive advantages sosis gulung Juagan in Bandar Lampung.**

**Key word: Inovation, location, Product Quality, Price, Comppetitive advantages**