

ABSTRACT

FACTORS AFFECTING THE COMPETITIVE ADVANTAGE IN BUSINESS TRAVEL (STUDIES IN BUSINESS TRAVEL IN RAMA TRANS LAMPUNG)

By

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The purpose of this study was to determine the effect of product differentiation, differentiation of service quality, and differentiation of the image on competitive advantage in Lampung RAMA Trans. Where the research was conducted in the travel business that has been shaped CV named CV RASYA MANDIRI TRANS (RAMA TRANS) in Lampung. The sample in this study were selected using purposive sampling and consists of consumers who have been using the services of travel RAMA Trans. The research data analysis using multiple regression techniques to test equipment SPSS 16. Results of this study indicate that the competitive advantage (Y) on the travel company RAMA Trans influenced by product differentiation factor (X1), differentiated quality of service (X2), and image differentiation factor (X3). F test showed simultaneous differentiation, differentiation of service quality, and differentiation has a positive and significant influence on the image of competitive advantage.

Keywords: product differentiation, differentiation of service quality, image differentiation and competitive advantage