

ABSTRACT

A lot of PPJK bankrupt because have not capability for competitive. That's consequence research needed to find factors influence sustainable competitive advantage.

Data from 100 respondents from PPJK CEO were analysed with SEM analysis by using AMOS 4.0 program. Result of this research show that all hypotheses were accepted that showed relationship causality among variables.

Recent study also related the result with theoretical and managerial implication. Managerial implication recommend PPJK to maintain sustainable competitive advantage with enhance customer relationship and sustainable inovation. Limitation of this study and future agenda can be used as a reference by next researchers.

Keywords: sustainable competitive advantage, trust, commitment, closeness and inovation

SEMARANG
FEB UNDIP