

ABSTRACT

This study aims to analyze supplier performance and Build Competitive Advantage Supplier Supplier Supplier being in PT Indo Sutech Sejahtera (PT.ISS) in Semarang. This research to help the supplier on the Kontraktor Company engaged in Fabrication, Assembly and Installation in order to become a supplier that can compete and have a strong performance as a supplier chosen by the Contractor.

This research was conducted in Semarang and surrounding areas, especially the suppliers of goods and materials to PT Indo Sutech Sejahtera in Semarang. The population and the sample used is a total of 109 respondents. Technical analysis is Multiple Linear Regression Analysis to analyze the influence of the relationship between the variables.

The results showed with Multiple Regression Regression Coefficients Ability to Customize Price Competitive Advantage: -0,153, t Count: 0,268, The value of significance. Regression coefficients : -1,113 , Regression Coefficients ability Customize Price with Supplier Performance: -0,078, t Count: 0,217, The value of significance : -1,243. Regression coefficients Delivery Time with Competitive Advantage : 0,652, t Count: 4,731, The value of significance: 0,000. Regression coefficients Suppliers with Performance Delivery Time: 0,107, t Count: 1,548, The value of significance 0,125. Regression coefficients Competitive Advantage with Supplier Performance: 0,896, t Count: 20,332 , The value of significance : 0,000.

Keywords: *Ability Adjust Price, Delivery Time, Competitive Advantage and supplier performance.*