

ABSTRACT

The purpose of this research is to test the influences of alliance attribute, conflict resolution, communication, trust, commitment, and environmental on strategic alliance to increase competitive advantage. Using these variables, the usage of these variables are able to solve the arising problem within PT. Kahar Duta Sarana.

The samples size of this research is 156 outlets PT. Kahar Duta Sarana. Using the Structural Equation Modeling (SEM). The results show that alliance attribute, conflict resolution, communication, trust, commitment, and environmental on strategic alliance to increase competitive advantage.

The effect of alliance attribute and communication on strategic alliance are 0,23; and The effect strategic alliance on competitive advantage are 0,31.

Keywords: *alliance attribute, conflict resolution, communication, trust, commitment, environmental, strategic alliance and competitive advantage.*