ABSTRACT

His study aims to determine the effect of the implementation of CSR, the choice of strategies and the competitive advantage of MSME products on business performance. Business people carry out CSR activities to increase their competitive advantage towards their competitors, this momentum is also utilized by MSME business actors to partner with companies so that they can improve the image in the eyes of their customers and indirectly impact the strategy choices made to create excellence compete with it.

In this study took a sample of 60 respondents who are in the city of Semarang and have partnered with PT. DAOP 4 Sm Railway for approximately 2 years. Then from the data obtained data processing is done using smartPLS software where the path analysis includes analysis of the outer model, inner model analysis and hypothesis testing.

Based on the data analysis carried out using the smartPLS program states that all proposed hypotheses show significant positive results. The indirect influence of the implementation of CSR on business performance mediated by competitive advantage also shows good results, thus it can be said that if a company conducts CSR activities indirectly its competitive advantage will increase and then follow with increasing business performance.

Keyword: CSR, strategy, SmartPLS 3, business performance

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