

## **ABSTRACT**

*Globalization era brings heavy competition for economic actors. Therefore it takes something that has more value in order to be recognized and to obtain a position in the international market. This study aimed to test and analyze the effect of the company specific advantages against the company performance as well as the influence of strategic resources and strategic capabilities to the company performance with the benefits of companies specific advantage as mediating variables. Previous researches (Ferdinand, A.T.,1999; Clulow, Val; Gerstman, Julie; Barry, Carol, 2003; Sheehan, Norman, 2006; Cater, Tomaz;Pucko, Danijel, 2005; Agha, Sabah; Alrubaiee, Laith and Manar, Jamhour, 2012; Parnell, John A.,2011; Ford, Eric W;Wells, Rebecca;Capper, Stuart A., 2003; O'Regan,Nicholas;Ghobadian, Abby, 2004) find the influence of strategic resources and strategic capabilities to the company specific advantages that will ultimately improve the company performance, and also direct influence of each variable in improving company performance.*

*Indicators strategic resources used as a measure in this research (Ferdinand, A.T.,1999 ; Grant, 1991; Hall, 1994) are reputation, location, network organizations and personal, financial capital and human capital. While an indicator used in stratejic capabilities (Ferdinand, A.T.,1999 ; Grant, 1991; Hall, 1994) are the ability to innovate, capability of teamwork, and perception customer services in creating company specific advantage, and useful for improving the company performance.*

*The data analyse technique used is Structural Equation Modelling (SEM). In this research model the research have fulfilled the criteria goodness of fit : Chi Square (302,38), probability (0,00), RMSEA (0,106), CMIN/DF (3,733), TLI (0,853), CFI (0,869) so that can be said that this model is competent to be used. Examination to the hypothesis raised indicate that the hypothesis 1, 2, 3, 4 and 5 have up to standard determined by that is value  $CR > 1,96$  with the probability level  $< 0,05$ .*

*The conclusion from this study is that variables strategic resources and strategic capabilities proved positively can improve the company performance either directly or through the company specific advantages.*

**Keywords : strategic resources, strategic capabilities,company specific advantage and company performance.**