

Perancangan strategi bisnis berbasis competitive advantage dalam menghadapi persaingan jasa independent assurance = Business strategy based design of competitive advantage in dealing with competition independent assurance services / Yudi Riskandar

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Abstrak

ABSTRAK

Penelitian ini didasari terhadap fenomena yang timbul di industri jasa Independence Assurance yang bergerak di bidang jasa survei, inspeksi, dan konsultan di mana kinerja yang diperoleh terkait profitabilitas perusahaan terjadi fluktuasi. Penelitian dilakukan untuk merancang suatu strategi competitive advantage berdasarkan perspektif internal dan perspektif eksternal. Penelitian ini menggali berbagai variabel yang mempengaruhi competitive advantage industri jasa ini khususnya BUMN yang bergerak di bidang jasa survei, inspeksi, dan konsultan yang menghadapi persaingan dengan perusahaan swasta nasional maupun swasta asing.

ABSTRACT

This study is based on the phenomenon that arises in Independence Assurance Services Industry engaged in surveying services, inspection and consultancy where the company performance relates to its profitability occur fluctuation. The study was conducted to devise a strategy of competitive advantage based on the internal and external perspective. The study explores many variables that affect the competitive advantage of this service industry, especially for The BUMN companies involving in the survey, inspection and consultant services and facing competition with national private and foreign company.