

Mempertahankan keunggulan kompetitif berkelanjutan non alliansi vs alliansi pesawat di industri global pesawat komersial : studi kasus emirates dan skyteam = Sustainable competitive advantage non alliance vs alliance airlines in the global commercial airlines industry a case of emirates and skyteam / Joifadi

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Abstrak

ABSTRAK

Penelitian utama Tujuan dari penelitian ini adalah untuk membandingkan strategi kompetitif Emirates dan SkyTeam dalam hal keberlanjutan mereka. Proyek penelitian mencoba untuk menjawab pertanyaan apakah penerbangan non-aliansi seperti Emirates dapat mempertahankan posisi kompetitif mereka di pasar tanpa bergabung aliansi maskapai. Kerangka teoritis seperti berbasis sumber daya view (RBV) dan kemampuan dinamis diterapkan untuk proyek ini. Tinjauan literatur Bab mengidentifikasi sumber spesifik keunggulan kompetitif yang berkelanjutan (misalnya kepemimpinan biaya dan diferensiasi). Manfaat utama dan kelemahan bergabung aliansi maskapai disebutkan di bagian teoritis. Secara khusus, aliansi maskapai penerbangan memiliki lebih banyak sumber daya yang mereka miliki dan basis pelanggan yang lebih besar. Hal ini ditemukan bahwa Emirates memiliki model bisnis yang sangat hemat biaya dan dapat bersaing secara efektif tanpa bergabung aliansi maskapai. Disarankan bahwa peneliti masa depan di lapangan harus menyelidiki lebih lanjut hipotesis operasional mengenai manfaat dan kelemahan yang terkait dengan bergabung aliansi penerbangan di industri penerbangan komersial global

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ABSTRACT

The main research aim of this study is to compare the competitive strategies of Emirates and SkyTeam in terms of their sustainability. The research project attempts to answer the question whether non-alliance airlines such as Emirates can sustain their competitive position in the market without joining airline alliances. Such theoretical frameworks as the resource-based view (RBV) and dynamic capabilities are applied to this project. The literature review chapter identifies specific sources of sustainable competitive advantage (e.g. cost leadership and differentiation). The key benefits and drawbacks of joining airline alliances are mentioned in the theoretical part. Specifically, alliance airlines have more resources at their disposal and a larger customer base. It is found that Emirates has a very cost-efficient business model and can compete effectively without joining airline alliances. It is recommended that future researchers in the field should further investigate the operational hypotheses concerning the benefits and drawbacks associated with joining alliance airlines in the global commercial airlines industry