ABSTRACT

Ahmad Syukri, "The Influence in Differentiation Strategy to Competitive Advantage at the Speedy Product Telkom, Ltd Regional Division III West Java and Banten", under the guidance of Trustorini Handayani, SE., M.Si.

Differentiation strategy is a very interesting strategy because it emphasizes the uniqueness or the difference from the company and take customer as the main starting point. Competitive advantage from differentiation strategy is the company's ability to offer buyers something different than what is offered by competitors. This study aimed to determine consumer responses related to the product differentiation strategy of speedy Telkom, Ltd DIVRE III West Java and Banten, to determine consumer responses about the competitive advantage of speedy product Telkom, Ltd DIVRE III West Java and Banten, to know how much influence in differentiation strategy to competitive advantage at the speedy product.

This research is descriptive and verification analysis used to determine the influence in differentiation strategy to competitive advantage at the speedy product Telkom, Ltd DIVRE III West Java and Banten. The method is a simple linear analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing using t test. From total sample of 100 respondents, getting a results that the Influence of differentiation strategy on competitive advantage in speedy product are 19.4% and give a good Influence, while the remaining 80.6% are influenced by other factors. The results from this study show that the correlation of the influence of differentiation strategy implementation on competitive advantage obtained result are 0.440. It showed that the relationship is an intermediate relationship and it means increasing value of differentiation strategy also accompanied by increasing value of competitive advantage.

Viewed from the curve of figure 4.4 db = n-2 = 100-2 = 1998 and $\alpha = 0.05$ for two-sided test, the value of t on the t distribution table is 1.984. it shows that $t_{account} > t_{table}$ (4.852 > 1.984) so H_o rejected and H_1 accepted that means significant differentiation strategy on competitive advantage.

Keywords: Differentiation Strategy, Competitive Advantage, and Marketing Strategy