ABSTRACT

Ganisti, " *The Influence of Cost Advantage and Differentiation Strategie to Competitive Advantage at* PT. REKADAYA ELEKTRIKA – Jakarta." Under of guidance Dr. Ir. H. Iman Santoso, SE.,MM.,MBA.

The world of Construction industry is one of the dynamic world's better than others industries. Global competition that occurs when demand was especially construction industries company in order to remain competitive and growt, there is a lot of the factors affecting today's global competition, among others, the cost advantage and differentiation strategy of the company. This study aimed to: 1) determine the influence of cost advantage to the company's construction services industry. 2) determine the influence of the differentiation industrial strategy construction services company. So that they can compete in a global competition that exists today.

The method used in this study is Descriptive and verification methods with quantitative approach. By these methods, we will know that a significant relationship between studied variables, and then will be resulting a conclusion that will clarify the picture of the object under investigation in this case the influence of cost advantage and differentiation strategies for competitive advantage in PT. Rekadaya Elektrika. The test statistic used is the calculation pathway analysis (Path Analysis), Pearson correlation coefficient, coefficient of determination (r square), hypothesis testing and also SPSS 18.0 for windows.

The results of analyze showed that the influence of cost advantage and differentiation strategies significant simultaneously on the competitiveness of PT. Rekadaya Elektrika and the rest is influenced by other factors. Partial differentiation strategy provides the most significant influence on competitive advantage, while the cost advantage.

Key Words : Cost Advantage, Differentiation Strategy and Competitive Advantage