ABSTRACT

Resha Adeelec, "The Influence Of Creativity and Innovation To Competitive Advantage at Distro Blankwear Bandung".

In the era of free trade and global competition is forcing every company must be prepared to face increasingly fierce business competition. Competition is increasingly competitive and consumers are increasingly critical in choosing a product, requires companies to be more innovative in producing a product. In other words, the company should be able to offer new products (goods or services) are much better than those offered by competitors.

This study aims to determine the effect of creativity and innovation for competitive advantage in the distribution Blankwear Bandung. The method used is descriptive and verification method by using multiple linear regression, correlation coefficient, determination coefficient and hypothesis testing. Respondents of this research is that consumers Blankwear. The questionnaire distributed to 60 respondents, kuosioner restored and filled in correctly so it is worth to be processed.

The result showed that creativity (X1) and innovation (x2) significantly affects the competitive advantage (Y) is equal to 36.7% while the remaining 63.3% is the influence of the variables studied. In partial Creativity in the category of weak with 11% while the value of the variable Innovation strong influence on Competitive Advantage variable with a value of 25.7%.

Keywords : Creativity, Innovation and Competitive Advantage