

ABSTRACT

This study discusses the influence of managerial factors and customer relationship management toward competitive advantage to increase performance in transportation and logistics service companies in Semarang. The research formula of is how to create a competitive advantage to increase company performance.

Population which has selected in this research is transportation and logistics service company in Semarang. Those are 159 companies. Total sample in this research are 127 companies. Collecting data used questionnaire, with score start from 1 (very disagree) to 7 (really agree). Analyzed data tool which has been used is Structural Equation Modeling (SEM) through the AMOS 24.0 program.

The result of data analyzed showed that the research model can be accepted with goodness of fit, they are chi-square = 145.188; probability= 0.156; GFI= 0.893; AGFI= 0.858; TLI= 0.985; CFI= 0.988; CMIN/DF= 1.125; and RMSEA = 0.032. All hypotheses can be accepted after SEM analysis conducted. This matter means that managerial factors and customer relationship management have a positive effect and significant toward competitive advantage. Then competitive advantage has a positive effect and significant toward company performance.

General conclusions from results of the model test which has applied to transportation and logistics service companies in Semarang showed that competitive advantage can be reached through managerial factors and customer relationship management, from there competitive advantage which has been produced by the company performance. This research has several limitations and also give agenda for the next research.

Keywords: Managerial Factors, Customer Relationship Management, Competitive Advantage, Company Performance.