

ABSTRACT

Companies that have Competitive Advantage will certainly be a pioneer in the business competition, can be a positive impact on company performance. This study analyze the factors that affect the Company's Performance Fish Processing SME in Semarang namely Innovation (X1), Total Quality Management (X2), Orientation Entrepreneurship (X3), and Competitive Advantage as intervening. Based on the research problem is how to improve the Competitive Advantage making a positive impact on company performance and the factors that affect Competitive Advantage is Innovation, Total Quality Management, Orientation Entrepreneurship.

In sample way, this study amounted to as much as 50 respondents were then given a questionnaire to answered by the respondent and overall questionnaire can be returned, resulting in as many as 50 respondents ahir questionnaire. The samples using census method that provides the same opportunity in the study population. In this study, respondents are owners of Fish Processing SME in Semarang. The tools used to analyze the data is Partial Least Square (PLS) 3.0with Structural Equation Modeling (SEM).

These results indicate there is 2 hypothesis that is rejected and accepted hypothesis 5 of 7 hypothesis on research. The factors that significantly positive that Innovation (X1), Total Quality Management (X2), Orientation Entrepreneurship (X3) on Competitive Advantage (Y1) and factors that directly influence significantly to the Company's Performance (Y2) is a Market Orientation. Innovation and Total Quality Management does not significantly influence the Company's performance.

Keywords: *Innovation, Total Quality Management, Orientation Entrepreneurship, Competitive Advantage and Corporate Performance.*