

## **ABSTRACT**

*The aim of this research is to investigate the influence of leadership, AO competence, and technology of information toward competitive advantage to increase performance of company. General problem in this research are the lack of consistency in applying the vision and mission of organization, eksternal influences, limited operational cost of Bank BRI Tegal branches. While the problem from the leadership side is the lack of commitment of the leader in management leadership in supporting organization's performance. From the technology of information's side, it was found that there were several employee that can not operate the technology of information so that the use of information technology is not maximal. This research is really need to be done to accomplish the problem faced in Bank BRI Tegal branches organization.*

*Population used in this research were 189 employees of PT. Bank BRI Micro Credit, branch of Tegal. The research done by purposive sampling technique with criteria as follow: (1) permanent employee, (2) working period over 3 years. Based on purposive sampling 119 samples collected. Data collection technique by documentation, while questionnaire sent by writer straight ahead to respondent. So that writer could explain about the background and how to answer the questionnaire. This was meant to enlarge the possibilities to get the answer from respondent (respond rate) and reduce the possibilities of missed in filling the questionnaire caused by unclear information. The analysis technique using Structural Equation Modelling (SEM) software to analyze the data.*

*The analysis results shows that leadership, AO competence, and technology of information, have influence in competitive advantage to increase company performance. The implication of wisdom that given is that Bank BRI Tegal branches leadership need to increase. The leader must support the employee to develop the competency, knowledge and skill by training soft skill, brain storming and benchmarking with other organization. For the technology of information, Bank BRI Tegal branches must give modern access for the employee, by using digital format and give trainings to the employee to support the use of existing information technology.*

*Key words : leadership, AO competence, technology of information, competitive advantage, and company performance.*