

## **ABSTRACT**

*Firm performance become one important factor and strategic for a company to measure and creating strategic steps for a corporation, in the business world that in creasingly expand. competitive rapid, advantage become a very essential thing that must be owned by each company which Technology Information competence and quality of service into factors that can enhance competitive advantage*

*The purpose of this study are to analyze the influence of variable Technology Information ,competence and service quality to enhance competitive advantage and it impact on company performance. Data taken from questionnaire for 120 respondents in the company. SEM used to analyze and the result is the most dominant indicators the accuracy and availability of the necessary information, Differentiation, Specific strategies to customers, and Technology Information object*

*This study previos research on the competitive advantage and performance of the company. To improve company performance, companies Need to increase the competitive advantage that is supported by competent and exceleence service quality*

*Keywords : Firm Performance ,Availability Information Differentiation, Strategy to Customers, Technology Information Object, SEM (Structural Equation Model), Retail Pharmacy*