

ABSTRACT

This study examines the effect of innovation strategy, company efficiency, and competitive advantage on the performance of housing developer companies in Central Java. The main problem in this research is how performance improvement can be obtained through innovation strategy and competitive advantage either directly or through competitive advantage intervening variables.

In this study, the population is managers or above, housing developer companies in Central Java who are members of the Central Java REI association and have ongoing housing projects. The simple random sampling technique was used as the sampling technique in this study. The data collection method used in the research was a questionnaire distributed both through online media and by direct visits to 200 respondents who met the criteria from a total of 350 companies that are members of the Central Java REI association. This study uses a Structural Equation Model (SEM) running AMOS 26 software to manage data.

From testing the hypothesis of this study, several conclusions were obtained. First, there is a significant positive effect between competitive advantage on developer company performance; second, there is a significant positive effect between innovation strategy variables on developer company performance; third, innovation strategy has a positive effect on competitive advantage; fourth, there is a positive effect on company efficiency on developer company performance and fifth, company efficiency positively affects the competitive advantage of housing developer companies in Central Java.

Keywords : Innovation Strategy, Company Efficiency, Competitive advantage, Company Performance, Housing Developer Company