

ABSTRACT

This study aims to develop a qualitative research model by identifying CV. Mega Briquette's company strategy in dealing with obstacles in delivery of charcoal briquettes and to identify the contribution of network capability and information capability to improve the company's export performance.

This study uses a qualitative method by conducting in-depth interviews with representative from CV. Mega Briquette. Research data uses primary and secondary data. The data validity technique in this reasearch uses Triangulation method.

The findings in this research are that networking capabilities and information capabilities are proven to contribute to improving export performance at CV. Mega Briquette Semarang. CV. Mega Briquette applies coordination, relational skills, partner knowledge and internal communication to increase the company's network capabilities. CV. Mega Briquette in the process of sending charcoal briquettes must comply with the Company Operational Standards issued by MSC MEDITERRANNEAN SHIPPING SA Indonesia and pay attention to the company's information capabilities in mastering the updated information related to the shipping regulations and documents needed in delivering Charcoal Briquette for export purposes.

Keywords: Resource Based View (RBV), Firm Capability, Networking Capability, Informational Capability.