

ABSTRACT

The purpose of the study is to analyze and test the influence of leadership strategies and environmental management on competitive advantage and company performance.

The population and sample in this study are small-scale construction companies in Semarang City. The sample size used was 257 companies with a sampling method, namely non-probability sampling. Data were obtained through the dissemination of questionnaires. Data analysis in this study used the Structural Equation Modeling (SEM) method with AMOS software.

The results showed that leadership strategies and environmental management have a significant influence on competitive advantage. Leadership strategies and environmental management do not have a significant influence on company performance. Competitive advantage also has a positive and significant influence on Business performance.

Keywords: Leadership Strategy, Environmental Management, Competitive Advantage, Company Performance