

## **ABSTRACT**

*Every business is encouraged to continue to improve and maximize business potential by the business world so as to create an atmosphere of competition. The realization of a national economic structure depends on the strategic location, potential and role of people's economic activities. Companies that want to continue to be able to compete in an increasingly competitive business world must be able to maintain their performance. Business performance is a measure that describes the achievement of activities carried out by company management during a certain period. This research will examine organizational culture, integration strategies and leadership strategies on SME performance and their relationship to competitive advantage. The research will be conducted on SMEs in the city of Semarang. Based on existing research gaps and phenomena, researchers will conduct further research on organizational culture, integration strategies and leadership strategies on SME performance and their relationship to competitive advantage in creative industry SMEs in Semarang City.*

*Purposive sampling is a methodology for selecting samples or elements randomly but based on certain criteria, so that each element or person in the population has the same opportunity to be selected as a sample. 161 SMEs in Semarang City were included in the minimum sample size for the study. This research was carried out by giving questionnaires directly to all SME owners. The questionnaire was collected and took approximately one month.*

*The smartPLS 3.0 program was used for complete structural equation model (SEM) analysis when testing the hypotheses in this research.*

**Keywords : Organizational Culture, Leadership Management, Strategic Integration, Strategic Performance, Competitive Advantage**