

## **ABSTRACT**

*In the development of the business world, competitive advantage plays a crucial role in a company's marketing strategy, especially in the context of increasingly fierce competition. PT PZ Cussons in Semarang City, as one of the leading players in the personal and household care industry, faces the challenge of maintaining and increasing their market share amidst increasing competition. Therefore, understanding how service quality, market orientation and competitive advantage can contribute to the sustainability of their business is very important. This research aims to analyze increasing business sustainability through service quality and market orientation. orientation) with competitive advantage as an intervening variable. This study was conducted on PT PZ Cussons consumers in Semarang City. The research method used is a quantitative method with the Structural Equation Modeling Partial Least Squares (SEM PLS) approach. Data collection was carried out through a survey of 100 PT PZ Cussons consumers. This research provides practical implications for PT PZ Cussons management in efforts to improve and maintain business sustainability. Management is advised to focus on improving service quality and market orientation to create a strong competitive advantage. In this way, companies can be better able to face intense market competition and ensure sustainable business growth. In its application, competitive advantage is another factor that is no less important. Competitive advantage can be obtained through various strategies, such as product innovation, operational efficiency, and service differentiation. Companies that have strong competitive advantages will find it easier to attract and retain customers, increase market share, and overcome competitive pressures.*

**Keywords:** *Business Sustainability, Service Quality, Market Orientation, Competitive Advantage.*