

## **ABSTRACT**

*This study aims to analyze the influence of Brand Image, Digital Marketing, and Organizational Agility on Competitive Advantage and their impact on Business Performance in tire shop business among tire shop in Central Jawa. The main issue examined in this research is how business performance can be improved through strategies that strenght brand image, apply effective digital marketing, and enhance organizational agility, either directly or through competitive advantage as a key factor in sustaining business competitiveness.*

*The population of this research of owners and managers of tire shops operating in the Central Jawa region. The sampling technique used was area sampling, which is part of the probablity sampling method, involving a total 150 respondents. Data were collected through questionnaires, while data analysis was conducted using Structural Equation Modeling (SEM) with the help of the AMOS program.*

*This findings show that out of the seven tested relationship between variables, only three relationships have a significant influence, while four others show no significant effect. These result indicate that Brand Image, Digital Marketing, and Organizational Agility have not fully demonstrated a strong direct influence on Competitive Advantage or Business Performance. Therefore, the improvement of tire shop performance ini Central Jawa is likely influenced by other factor beyond this research model, such as service strategies and customer loyalty.*

***Keywords : Brand Image, Digital Marketing, Organizational Agility, Competitive Advantage, Business Performance***