

## **ABSTRACT**

*Through the business development nowadays, the economic growth, either services or industrial sector has been developing rapidly. Competition in the airlines business increasingly fragmented because the presence of private players that had enough capital and brilliant business penetration strategy. Especially with the emergence of new players which is very confident and succeed to take the positioning as a low cost carrier those who had the competition through the route increasingly easier for customers to reach the destination. The purpose of this study was to determine the effect of flight routes, service quality, and promotion to competitive advantage in partial and simultaneous.*

*The population of this study were all service users of Lion Airlines in the city of Semarang, while the sample was 100 respondent. The sampling technique was purposive sampling. Type of data used are primary data with questionnaire data collection methods. Analytical tool used was multiple regression.*

*The result of this study is: The route has a positive and significant impact to competitive advantage, it seen from  $t$  count  $>$   $t$  table or significant  $<$  0,05, it means that the more flight routes they had, then the competitive advantage will increase. Quality of service has a positive and significant impact to competitive advantage, it seen from  $t$  count  $>$   $t$  table or significant  $<$  0,05, it means the better service quality they had, then the competitive advantage will increase. Promotion has a positive and significant impact to competitive advantage, it seen from  $t$  count  $>$   $t$  table and significant  $<$  0,05, it means more interesting promotion or campaign they had, then the competitive advantage will increase. Coefficient of determination was 0,586 (adjusted R square) indicating that the flight route ( $X_1$ ), service quality ( $X_2$ ), promotion ( $X_3$ ) were able to explain jointly towards a competitive advantage of Lion Airlines for 58,60% , while the remaining 41,40% were influenced by another variables that not studied.*

*Keywords: flight route, service quality, promotion, competitive advantage*