

## **ABSTRACT**

*The purpose of this research is to test the influences of company characteristic and relationship quality of company on company credibility to increase sustainable competitive advantage. Using these variables, the usage of these variables are able to solve the arising problem within PT. Anugerah Pharmindo Lestari.*

*The samples size of this research is 167 outlets PT. Anugerah Pharmindo Lestari. Using the Structural Equation Modeling (SEM). The results show that the company characteristic and relationship quality of company on company credibility to increase sustainable competitive advantage.*

*The effect of company characteristic on company credibility are 0,12; The effect relationship quality of company on company credibility are 0,49; and The effect company credibility on sustainable competitive advantage are 0,44.*

*Keywords: company characteristic, relationship quality of company, company credibility, and sustainable competitive advantage.*