

ABSTRACT

This research focuses on strategy currently applied by Ritra Logistics, one of the logistics companies originated from Indonesia. This research studies how to build sustainable competitive advantages in Ritra Logistics, to be able to win the global competition in logistic industry. SCA is one of the strategies applied by companies. Company who has competitive advantages owns unique assets that competitors do not. From above points, some research questions occurred: 1). How the scale of international logistics networks influences to service quality 2). How the appliance of ONLINE technology system influences to service quality 3). How is the influence of building sustainable competitive advantages through service quality 4). How the scale of international logistics networks directly influences to sustainable competitive advantages, and 5). How the appliance of ONLINE technology system directly influences to sustainable competitive advantages.

Population of this research involved the staffs of Ritra Logistics who are directly in charged in service process to their customers. Sample takes 110 persons in Ritra Logistics organization. Data analyzed by using confirmatory factor analysis and full SEM model.

The results of the research proved that the scale of international logistics network and appliance of ONLINE technology system have significant influence to service quality in building sustainable competitive advantages.

**Keywords : competition, sustainable competitive
advantage, networks, information
technology, excellent service quality**