

## **ABSTRACT**

*Phenomenon to be analyzed in this research is PT. Uniplastindo Interbuana as a pioneer in beverage packaging industry is currently experiencing a decline in terms of sales this produknya. Hal allegedly from declining competitive advantage possessed by Uniplast so as to compete with other companies that have more modern technology and also from imported products. Factors thought to affect the performance of PT. Uniplastindo Interbuana is a quality product and innovative, their service delivery excellence and competence of Uniplast as a reliable manufacturer of beverage packaging. The purpose of this study was to analyze the effect of the products, service delivery and competence on the performance of PT. Uniplastindo Interbuana.*

*The population selected in this study were all customers of PT. Uniplastindo Interbuana. The number of respondents used in this study were 128 enterprise customers who have been cooperating with PT. Uniplastindo Interbuana. The sampling technique in this research is purposive sampling method. The method of collecting data is by using a questionnaire. Data analysis method used is multiple regression analysis.*

*Based on research, products, service delivery, and competence positive effect on the performance of PT. Uniplastindo Interbuana. The results of this study prove that to improve performance, improving products, service delivery and competence of the company.*

*Keywords: product, service delivery, competence, performance.*