

ABSTRACT

The purpose of this research is to test the influences of CRM and quality of bussiness strategy on competitive advantage to increase company performance. Using these variables, the usage of these variables are able to solve the arising problem within PT. Bank BNI in Central Java.

The samples size of this research is 145 managers PT. Bank BNI in Central of Java by direct interview and mail survey. Using the Structural Equation Modeling (SEM). The results show that the CRM and quality of bussiness strategy positive significant on competitive advantage to increase company performance.

The effect CRM on competitive advantage are significant; The effect CRM and quality of bussiness strategy on competitive advantage are significant; The effect CRM on company performance are significant; the effect CRM and quality of bussiness strategy on company performance are significant, and The effect competitive advantage on company performance are significant.

Keywords: CRM, CRM and quality of bussiness strategy, competitive advantage and company performance.