

**THE EFFECT OF PRODUCT INNOVATION, COMPETENCY,
TECHNOLOGICAL CAPABILITY, AND COMPETITIVE
ADVANTAGE ON BUSINESS PERFORMANCE (CASE STUDY IN
THE TROSO WEAVING INDUSTRY IN JEPARA REGENCY)**



UNDERGRADUATE THESIS

Submitted as partial requirements to complete the International Undergraduate Program at the Undergraduate Program (S1) of Faculty of Economics and Business, Universitas Diponegoro

By:

BISMAR AMRULLAH

NIM. 12010116140255

FAKULTAS EKONOMIKA DAN BISNIS

UNIVERSITAS DIPONEGORO

SEMARANG

2021