

## ABSTRACT

The purpose of this research is to examine the influences of information technology utilization, innovation strategy, competitive advantage, business performance. The research problem is how to increase business performance through information technology utilization & innovation strategy?

The sample of this research is furniture SME's owner in Jepara City. which amounted to 150 respondents. Data analysis using SEM (*Structural Equation Modeling*) r method that run with AMOS software. The results show that information technology utilization & innovation strategy effects on the business performance.

The result of these research indicate that the influence of information technology utilization significant on competitive advantage & business performance; innovation strategy significant on competitive advantage, but not significant on business performance.

**Keywords:** *sales training quality, sales experience, smart working, and salesman performance*