

ABSTRACT

Construction industry as the main sectors that provide facilities and physical infrastructure, is judged to have important and strategic role in supporting economic and social development and culture of a region. Construction company must excel in competing to improve company performance. The purpose of this study was to examine the effect of competitive advantage in improving the performance of the construction company through the perspective of project management and knowledge management.

This research was carried out on 109 secondary classification construction company incorporated in Gapensi Semarang. Data were collected through questionnaires given to directors of construction companies and then hypotheses were tested using Structural Equation Model (SEM).

The results of this study indicate that a project management perspective positive effect on competitive advantage, knowledge management positive effect on competitive advantage and competitive advantage positively affects company performance.

Keywords: project management perspective, knowledge management, competitive advantage and corporate performance.