

ABSTRACT

Faced highly competitive environment, a company have to find something that can be competitive advantage. In service industry especially transportation delivery of goods, competitive advantage can be achieved by increasing market relationship. Price and differentiation product can also give contribution to competitive advantage. From explanation of background, conducted by research taken title Analyse Factors Influencing Relationship Marketing For The Agenda Of Reaching Competitive Advantage.

Problems which studied in this research is : How did trust variable, social tying and conflict solution give influence to relationship marketing at PT. Siba Surya in Semarang?; How did relationship marketing variable, price and product differentiation give influence to competitive advantage at PT. Siba Surya [in] Semarang?

Population in this research is entire/all consumer of transport service of PT. Siba Surya Semarang amounting to 257 and people of sampel research obtained [by] counted 100 responders. Analyzer the used is analysis of regresi doubled, hypothesis test.

From SPSS calculation result, they show that : Trust, social tying, and conflict solution by parsial have significant influence to relationship marketing. Relationship marketing, price, and product differentiation by partial have significant influence to competitive advantage. Becoming can be concluded that accepted all six hypothesis. Marketing, price and product differentiation have influence to competitive advantage, with f value calculate $41,463 > F$ of tables of 2,70 and storey;level of signifikansi $0,000 < 0,05$ ($\alpha = 5\%$) meaning H_0 refused and H_a accepted. Based on conclusion, transportation delivery of goods company must look to their market relationship with customers to gain a sustained competitive advantage.

Keyword : Trust, Social Tying, Conflict Solution, Relationship Marketing, Price, Product Differentiation and Competitive Advantage.