

ABSTRACT

The Report of 2002's World Telecommunication Growth republished by (Hermawan Kartajaya, On becoming Customer Centric Company, 2004,p:25) stated that International Telecommunication Union (ITU) telecommunication business sector use key words : ,”private”, “competitive”, “mobile”, dan ,”global”. For their competitive advantage, the telecommunication business sector evewhere on this earth were required to develop the solutions for their customers and market.

Nowadays, when telecommunication sector have been faced to competition among themselves in the sharp competition, the customer does not loyal to one provider anymore because a lot of choice that can be the best fit for them. So this research has the purpose to analyze the influence of Strategic Thinking or Strategic Planning in achieving The Competitive Advantage in Telkom Indonesia in area Center of Java and Yogyakarta.

The research problem is submitted to know how is the influence of Organizational Learning, Marketing Knowledge, External Environment towards Strategic Thinking dan Strategic Planning. Then to know how is the influence of Strategic Thinking dan Strategic Planning towards Competitive Advantage. Based on this basic is submitted theoretical model with 8 (eight) hypotesis to be tested by Structural Equation Model (SEM). This research samples are 117 respondents who are top management and employees that have contribution (a head or not) in

arranging strategic planning of TELKOM Indonesia in area Center of Java and Yogyakarta.

The analysis result of Structural Equation Model fulfills the criteria of goodness of fit index. Here are the result : *chi – square* = 546,425, Probabilitas = 0,171, CMIN/DF = 1,059, GFI = 0,797, AGFI =0,765, TLI = 0,980, CFI =0,982, RMSEA = 0,023.

This research result shows that there is significant influence of Organizational Learning, Marketing Knowledge, External Environment towards Strategic Thinking or Strategic Planning. There is significant influence of Strategic Thinking or Strategic Planning towards Competitive Advantage. More than that, this research approved that The influence of Strategic Planning factor is a little bit more significant than Strategic Thinking factor towards The Business Telecommunication Competitive Advantage (Case of TELKOM Indonesia in area Center of Java and Yogyakarta).

Keywords : The Telecommunication Business Sector, Organizational Learning, Marketing Knowledge, External Environment, Strategic Thinking, Strategic Planning, Competitive Advantage.