

ABSTRACT

Entertainment industry competition, especially karaoke is so tight, technological developments and changes in customer tastes can lead to customers switching from one to the other karaoke. Karaoke, especially karaoke families should have the ability to develop innovations in order to adapt to a dynamic environment. Therefore, resources should be managed in a systematic enterprise that can generate superior value that can actually be appreciated by the customers. Competitive advantage strategy of inul vizta family karaoke must be attention in the middle of hard competitive that can compete so needs to be done the research about competitive advantage strategy. Problem of this research about how company's readiness to adopt changes in the external environment, strategy of product differentiation and quality of service for competitive advantage. This study aimed to analyze the effect of the company's readiness to adopt changes in the external environment, strategy of product differentiation and quality of service for competitive advantage.

Data company's readiness to adopt changes in the external environment, strategy of product differentiation and quality of service for competitive advantage were collected using questionnaires from 152 respondents who are managers inul Vizta outlet. The data collected than analyzed by using SEM.

Based on the result can be conclude that company's readiness to adopt changes in the external environment and strategy of product differentiation have the positive effect for quality of service and competitive advantage. The company which has company's readiness to adopt changes in the external environment consist of the competitive competitor action, the development of technology, and the customer request that all be maximal so can be created competitive advantage and can be reference to apply the management system of competitive advantage in Inul Vizta and others.

Keywords: The Company's Readiness, The Change of External Environment, The Strategy of Differentiation, The Service of Quality, The Competitive Advantage