

The Effect of Service Difference and Logistic Service Quality on Competitive Advantage and Impact on Marketing Performance

(Empirical Study on a Freight Forwarding Service Company in Jakarta)

Yulkhaida Melia Zia Chaniago^{1*}, Mudjiardjo², Lira Agusinta³

^{1,2,3}, Postgraduate Directorate, Trisakti Institute of Transportation and Logistics, Jakarta, Indonesia

*Corresponding author: Yulkhaida Melia Zia Chaniago

Abstract:- The purpose of this study was to determine and analyze the effect of service differentiation and logistics service quality on competitive advantage and its impact on the marketing performance of freight forwarding companies in Jakarta. The sample in this study were employees of a freight forwarding company as many as 200 people. The analysis technique uses SEM analysis with WarpPLS. The results showed that service differentiation and logistics service quality had a positive effect on competitive advantage. Service differentiation and logistics service quality have a positive effect on marketing performance. Competitive advantage has a positive effect on marketing performance. The higher the competitive advantage, the higher the marketing performance will be. Competitive advantage must be owned by the company or product to achieve performance and achieve product success. The value of R Square for the variable of competitive advantage obtained is 0.27 or 27%. These results show that service differentiation and logistics service quality together have an effect of 27% on competitive advantage, while (1-R Square) the remaining 73% is a large contribution of influence given by other factors not examined. The value of R Square for the marketing performance variable obtained is 0.58 or 58%. These results show that service differentiation, logistics service quality and competitive advantage together have an effect of 58% on competitive advantage, while (1-R Square) the remaining 42% is a large contribution of influence given by other factors not examined.

Keywords:- Service Differentiation, Logistics Service Quality, Competitive Advantage, Marketing Performance.

I. INTRODUCTION

A logistics company is a business company that performs important functions in distribution channels between one area and another. Based on these distribution capabilities, courier service providers can arrange shipments by land, sea or air. Expeditions are considered very useful and facilitate the delivery of products from one area to another, where the company is a corporation engaged in offering transportation services and has an important

position in facilitating travel by sending products to consumers.

The high level of competition requires companies to understand what and how to manage the various resources they have. An important key to winning the competition lies in the company's ability to create a competitive advantage.

"In increasingly fierce competition and unstoppable technological advances, a company's products will develop to a point, where these products will be difficult to distinguish from one another. To win the competition, in marketing today's products, manufacturers are not only based on product quality, but also depend on the strategy implemented by the company."

One strategy to improve marketing performance is to improve the quality of products or services to increase profits. Factors that affect marketing performance include market share and sales volume.[1]

"Marketing success can be seen from the profits of a company, this describes the company's ability to achieve the advantages achieved by competitors in the market in the same industry." [2]. The number of competitors in freight forwarding services, requires companies to minimize problems in providing services to consumers. From the results of the pre-survey, it was found that there was a long queue of goods delivery and the capacity provided by the mode of transportation on the day of delivery was inadequate. This has an impact on the company's overall performance.

Based on the results of the pre-survey, it is known that consumers or customers of freight forwarding services expect a variety of products or services according to the needs and desires of consumers. This is a consideration for consumers in purchasing forwarding services.

"Internal freight forwarder problems that often occur in the export service process are the lack of a supervisory function on customer goods so that delays in providing updated information regarding the condition of goods, inaccurate document writing, and internet access cause the service process (documentation) to be hampered.

Based on the literature review and previous research, the following hypothesis can be formulated:

1. The Effect of Service Differentiation on Competitive Advantage

"Product differentiation is the creation of a product or product image that is quite different from existing products with the intention of attracting consumers" [3]. "With product differentiation, consumers will be more interested because the goods produced by the company are considered different, there are many choices both in terms of taste, color, shape and packaging that are presented or unique according to consumers so that consumers are interested in buying products produced by companies that differentiate products" [4]

"Differentiation strategy is the company's ability to produce goods and services that are unique in its industry. Differentiation can be done in several forms, one of which is product differentiation." [4]

"Competitive advantage is the ability of a company to earn a profit above the profit that can be achieved by market competitors in the same industry. Competitive advantage is the main source in generating profit differences between companies in an industry regarding positioning strategies in the form of choices between cost advantage and differentiation.

Research [5] shows that "product differentiation has a positive and significant effect on competitive advantage." While research [6] proves that "differentiation does not affect competitive advantage if the product is a standard product."

H₁: It is suspected that the service differentiation variable has an effect on the Competitive Advantage variable

2. The influence of logistics service quality on competitive advantage

"The choice of strategy to make the company advance in the world of trade must focus on the logistics service quality system and customer satisfaction, so that it becomes an evaluation tool for the company's progress in the future and will have an impact on the company's performance level."

"Service is the expected level of excellence and control over that quality to meet customer desires." Meanwhile, according to Parassuraman in [7] "service quality can be defined as how far the difference between reality and customer expectations for the service they get." Since the mid-1980s, service quality has been a priority in marketing and logistics research, in line with quality, quality management, and enterprise satisfaction. Quality of Logistics Service is the perceived target of the customer. Service quality cannot be determined only by the company, but must meet customer demands and expectations.

"Based on the logistics theory and SERVQUAL theory obtained, it can be ascertained that what is meant by Logistics Service Quality is the efforts made by companies in the needs and desires of goods and services needed by

consumers as well as optimizing the management of the goods and services network. services to reach consumers. on time so that the company is able to win the competition."

H₂: It is suspected that the Logistics quality service variable has an effect on the Competitive Advantage variable

3. The Effect of Service Differentiation on Marketing Performance

"A company's ability to produce goods and services that are unique to its industry is a manifestation of a differentiation strategy. Differentiation can be done in several forms, one of which is product differentiation. According to [8] "product differentiation is an activity to modify an attractive product, usually only slightly changing the character of the product, including packaging and promotional themes without changing the physical specifications of the product even though it is necessary."

"To achieve marketing performance, product or service differentiation needs to be continuously developed. Where marketing performance is a concept to measure the performance of a product. Every company has an interest in knowing the market achievements of its products, as a reflection of the success of its business in the business world. Marketing performance can also be seen as a concept that is used to measure the extent to which market achievements have been achieved by a product produced by the company.

H₃: It is suspected that the service differentiation variable has an effect on the Marketing Performance variable

4. Effect of Logistics Service Quality on Marketing Performance

In a network of facilities, transportation is a link. In designing a logistics system, an appropriate balance should be established between the cost of transportation and the quality of service. [9] Transportation, along with warehousing, adds to the utility of time and space for products. It also influences many decision-making areas, including product, market area, purchasing, location, and price [10].

"The quality of logistics services is the target that customers feel. Service quality cannot be determined only by the company, it must meet customer demands and expectations."

"Logistics Service Quality is an effort made by the company in anticipating the needs and desires for goods and services needed by consumers and optimizing the management of the network of goods and services so that they can reach the hands of consumers on time so that consumer satisfaction or consumer expectations are met."

H₄: It is suspected that the Logistic quality service variable has an effect on the Marketing Performance variable

5. The Effect of Competitive Advantage on Marketing Performance

"Companies that are able to create a competitive strategy will create a competitive advantage over their competitors so that it will increase the company's sales."

Competitive advantage is seen as a dynamic process rather than as an end result. "Companies have an interest in knowing the market performance of their products, where marketing performance is a concept to measure the market performance of a product. [11]"

"Company performance can be said to be successful if the company not only introduces products, but also focuses on customers who are able to attract customers and outperform competitors by meeting and satisfying customer needs well, this is one of the marketing effectiveness that aims to retain customers" [12]. Retaining customers can be obtained by providing more value or benefits of a product to consumers, so that customers will feel satisfied and make repeat purchases or what is called customer reactions. Aspects to evaluate marketing performance include: segmentation, targeting, and product positioning in the market; applied competitive strategy; marketing activities through the marketing mix; sales value; and market shares.

Research conducted by [13] which proves that "competitive advantage has a positive and significant effect on marketing performance."

The same study was also proved by [14] that "competitive advantage partially has a significant effect on marketing performance." These results also support the opinion that a differentiation strategy will be a good instrument to generate marketing performance. Research conducted by [15] on The Effect of Competitive Strategic of Performance states that there is a relationship between competitive strategy and performance, which uses a competitive strategy of cost leadership, differentiation strategy, focus strategy and value discipline.

H₅: It is suspected that the Competitive Advantage variable affects the Marketing Performance variable

H₆: It is suspected that the service differentiation variable has an effect on the Marketing Performance variable through Competitive Advantage

H₇: It is suspected that the Logistic quality service variable affects the Marketing Performance variable through Competitive Advantage

The theoretical framework that describes the influence of funding and investment decisions on competitiveness is as follows (Figure 1):

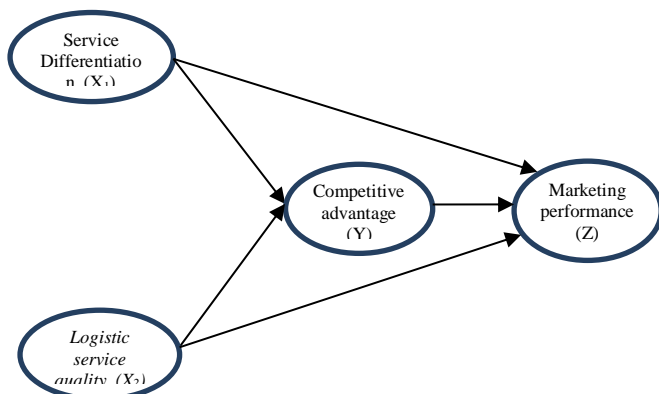


Fig.1:-Research Model

II. RESEARCH METHODS

The research sites and locations will be conducted at 200 freight forwarding companies in Jakarta. It is hoped that from the 200 (two hundred) employees, the required data can be revealed, then it can be used as a basis for sharpening further studies so that a comprehensive and valid interpretation can be taken.

The determination of the number of samples in this study refers to [16], namely the number of samples as many as 200 decision makers of freight forwarding service companies in the Jakarta area.

The number of samples in this study as many as 200 which are representatives of freight forwarding companies in Jakarta, especially the marketing department.

The data analysis used in this study is descriptive statistical analysis and quantitative analysis using the Structural Equation Modeling (SEM) method from the WarpPLS statistical package.

III. RESULTS AND DISCUSSION

3.1. Descriptive Statistical Analysis Results

The main data source used in this study is a questionnaire distributed to 200 employees of the marketing department of a freight forwarding company in Jakarta. In this study, there are 2 independent variables, namely service differentiation consisting of 8 statement items, logistic service quality consisting of 14 statement items, the intervening variable, namely competitive advantage, consisting of 12 statement items, and the dependent variable, namely marketing performance consisting of 11 statement items.

Furthermore, the data that has been collected is then coded and processed using descriptive analysis to determine respondents' responses to each variable studied, then continued with Structural Equation Modeling (SEM) analysis using Partial Least Square (PLS) to analyze the effect of service differentiation and Logistics service quality on excellence. compete and its implications for the marketing performance of freight forwarding companies in Jakarta.

Based on the results of descriptive analysis describes the responses of respondents regarding the Service Differentiation variable. The processing results show that the average for the Service Differentiation variable is 4.13. This shows that the differentiation of services provided by freight forwarding companies in Jakarta is good.

The results of the descriptive analysis describe the respondents' responses regarding the Logistics service quality variable. The results of data processing indicate that the average for the Logistics service quality variable is 4.29 or strongly agree. This means that the quality of logistics services provided by freight forwarding companies in Jakarta is very good

The results of data analysis describe respondents' responses to the competitive advantage variable. Based on the results of data processing shows that the average for the competitive advantage variable is 4.07 or agree. This means that the level of competitive advantage of freight forwarding companies in Jakarta is good.

The results of the descriptive analysis describe the respondents' responses to the marketing performance variables. Based on the processing results presented in the table above, it can be seen that the average value for the marketing performance variable is 4.17 or good. Thus, it can be concluded that the marketing performance of freight forwarding companies in Jakarta is in the good category.

3.2. Results of Statistical Calculations Using Path Analysis

In this study, model testing was carried out by showing the R² value in the endogenous latent construct. The hypothesis in this study will be tested using the path coefficient values and p-values which are presented as follows.

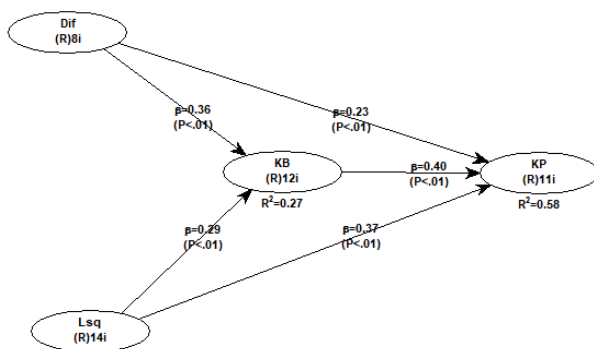


Fig. 2 Structural Model

Construct Relationship	Path Coefficient	Critical T ratios	Signifikan (p-value)
Service differentiation → Competitive advantage	0.36	5.385	0,01
Logistics service quality → Competitive advantage	0.29	4.363	0,01
Service differentiation → Marketing performance	0.23	3.393	0,01
Logistics service quality → Marketing performance	0.37	5.588	0,01
Competitive advantage → Marketing performance	0.40	6.127	0,01

Table 1. Path Coefficient Value

Based on statistical parameters, it shows that tcount of 5.385 is greater than t_{table} of 1.96 at a significance level of 5%. This means that service differentiation has a significant effect on competitive advantage. Thus Ha is accepted and Ho is rejected.

Based on statistical parameters, it shows that tcount of 4.363 is greater than t_{table} of 1.96 at a significance level of 5%. This means that logistics service quality has a significant effect on competitive advantage. Thus Ha is accepted and Ho is rejected.

Based on statistical parameters, it shows that tcount of 3.393 is greater than t_{table} of 1.96 at a significance level of 5%. This means that service differentiation has a significant effect on marketing performance. Thus Ha is accepted and Ho is rejected.

Based on statistical parameters, it shows that tcount of 5.588 is greater than t_{table} of 1.96 at a significance level of 5%. This means that logistics service quality on marketing performance. Thus Ha is accepted and Ho is rejected.

Based on statistical parameters, it shows that tcount of 6.127 is greater than t_{table} of 1.96 at a significance level of 5%. This means that competitive advantage has a significant effect on marketing performance. Thus Ha is accepted and Ho is rejected.

Based on statistical parameters, it shows that the p-value is 0.002 at a significance level of 5%. This means that service differentiation has an indirect effect on marketing performance through competitive advantage, thus Ha is accepted and Ho is rejected.

Based on statistical parameters, it shows that the p-value is 0.009 at a significance level of 5%. This means that logistics service quality has an indirect effect on marketing performance through competitive advantage, thus Ha is accepted and Ho is rejected.

Latent Variable	R ²
Service differentiation and Logistic service quality → Competitive advantage	0.27
Service differentiation, Logistic service quality, dan Competitive advantage → Marketing performance	0.58

Table 2. Coefficient of Determination Value (R² test)

In the table above, it can be seen that the R Square value for the competitive advantage variable obtained is 0.27 or 27%. These results show that service differentiation and logistics service quality together have an effect of 27% on competitive advantage, while (1-R Square) the remaining 73% is a large contribution of influence given by other factors not examined.

Then the value of R Square for the marketing performance variable obtained is 0.58 or 58%. These results show that service differentiation, logistics service quality and competitive advantage together have an influence of 58% on marketing performance, while the remaining (1-R Square) 42% is a large contribution of influence given by other factors not examined.

3.3. Discussion of Hypothesis Test Results

1. The Effect of Service Differentiation on Competitive Advantage

Based on statistical parameters, it shows that t_{count} of 5.385 is greater than t_{table} of 1.96 at a significance level of 5%. This means that service differentiation has a significant effect on competitive advantage. Thus H_a is accepted and H_o is rejected.

A differentiation strategy is a firm's ability to produce goods and services that are unique to its industry. Differentiation can be done in several forms, one of which is service differentiation.

Differentiation in the freight forwarding industry can be achieved in a variety of ways, including: product features, personnel, complementary services, technology, location, service innovation, superior service, creative advertising, better supplier relations leading to better service.

Differentiating the service in question includes the quality of service. Personnel differentiation, namely that all company employees have good skills and personalities, have high human resources (HR), better than other company employees.

The results of this study are in accordance with research conducted by [17] showing that product differentiation has a positive and significant effect on competitive advantage. However, it is not in line with research conducted by [18] which proves that differentiation does not affect competitive advantage if the product is a standard product.

2. The effect of logistics service quality on competitive advantage

Based on statistical parameters, it shows that t_{count} of 4.363 is greater than t_{table} of 1.96 at a significance level of 5%. This means that logistics service quality has a significant effect on competitive advantage. Thus H_a is accepted and H_o is rejected.

Good quality logistics services can increase profit competitiveness because it can affect customer loyalty. The logistics system is said to be good if in meeting customer satisfaction it can perform the company's performance at the right time and also at competitive prices. Meanwhile, service quality is something that must be excelled in meeting customer needs. The quality of logistics services, in this case, is how service companies provide the best services in terms of logistics, for example, namely information about the progress of time for delivery of goods so that service users can track them using an e-map mechanism. In addition, timeliness in distribution or in terms of logistics, as well as the security of goods sent and received.

The results of this study are in accordance with research conducted by [19], [20], [21], and [22] which concluded that the quality of logistics services affects competitive advantage.

3. The Effect of Service Differentiation on Marketing Performance

Based on statistical parameters, it shows that t_{count} of 3.393 is greater than t_{table} of 1.96 at a significance level of 5%. This means that service differentiation has a significant effect on marketing performance. Thus H_a is accepted and H_o is rejected.

Service differentiation is a form of service improvement and quality which contains different values in providing services to customers. Service differentiation is very important to the company's strategy. Without service differentiation, the company's products will only become commodities. This means that the product is not much different from other products, aka the average product. In general, service differentiation will result in consumers being satisfied with the products offered, then it is hoped that these consumers will make purchases again.

To achieve marketing performance, service differentiation at freight forwarding companies in Jakarta needs to be continuously developed. Where marketing performance is a concept to measure the performance of a product. Every company has an interest in knowing the market achievements of its products, as a reflection of the success of its business in the business world. Marketing performance can also be viewed as a concept used to measure the extent to which market achievements have been achieved by a product produced by the company. With the satisfaction that is formed, it can create the company's marketing performance.

The results of this study are in accordance with research conducted by [23] which concluded that service differentiation has an effect on marketing performance.

4. The influence of logistics service quality on marketing performance

Based on statistical parameters, it shows that t_{count} of 5.588 is greater than t_{table} of 1.96 at a significance level of 5%. This means that logistics service quality on marketing performance. Thus H_a is accepted and H_o is rejected.

The quality of logistics services is an important element in marketing to create marketing performance, especially in the service industry. The service provided to customers has become a basic measure in logistics competition. There have been many definitions that describe how the quality of logistics services can satisfy customers. If the logistics of a company is superior, it can make the company compete with its competitors. What can be done is coordination between logistics experts and the marketing department.

The results of this study are in accordance with research conducted by [24] and [25] which concluded that the quality of logistics services affects marketing performance.

5. The Effect of Competitive Advantage on Marketing Performance

Based on statistical parameters, it shows that t_{count} of 6.127 is greater than t_{table} of 1.96 at a significance level of 5%. This means that competitive advantage has a significant effect on marketing performance. Thus H_a is accepted and H_o is rejected.

Creating a competitive advantage in entering the global freight forwarding market, companies are required to improve their existing capabilities, the capability in question is the ability to maintain their market share and even more win market share from competitors. Competitive advantage must be owned by the company or product to achieve performance and achieve product success.

The results of the study show that the direct influence of competitive advantage on marketing performance means that with the achievement of competitive advantage, the improvement in marketing performance will also be better.

The results of this study are in accordance with research conducted by [26] and [27] which concluded that competitive advantage affects marketing performance. Research conducted by [28] also proves that competitive advantage has a positive and significant effect on marketing performance.

6. The Effect of Service Differentiation on Marketing Performance through Competitive Advantage

Based on statistical parameters, it shows that the indirect path coefficient between service differentiation and marketing performance through competitive advantage is 0.143 or 14.3% with a significance value of 0.002 at a significance level of 5%. This means that service differentiation has a significant effect on marketing performance through competitive advantage, thus H_a is accepted and H_o is rejected.

Service differentiation is one of the strategies used by service companies in increasing competitive advantage. The existence of service specialization gives consumers a choice in using the services offered by similar companies. With the uniqueness and uniqueness of the services provided by a company, especially forwarding services, it will create a company advantage in the competition. This will certainly have a positive impact on the company's performance. With the advantages that the company has, it has a direct influence on the targets set by the company in realizing the company's performance.

7. The Effect of Logistic Service Quality on Marketing Performance Through Competitive Advantage

Based on statistical parameters, it shows that the indirect path coefficient between service differentiation and marketing performance through competitive advantage is 0.117 or 11.7% with a significance value of 0.009 at a significance level of 5%. This means that logistics service quality has a significant effect on marketing performance through competitive advantage, thus H_a is accepted and H_o is rejected.

Logistics Service Quality is an effort made by the company in anticipating the needs and desires for goods and services needed by consumers and optimizing the management of the network of goods and services so that they can reach the hands of consumers on time so that consumer expectations are met. By applying service quality standards to consumers, the company will be able to compete with other similar companies, especially forwarding service companies.

In an increasingly competitive industry, especially in the field of forwarding, companies are required to continue to provide services that can meet the needs and desires of consumers.

Companies that provide quality services will excel in the competition thereby increasing marketing performance. Marketing performance can be achieved through competitive advantage by creating quality services. The quality of service provided continuously can keep the product in accordance with the wishes and needs of customers. So that innovation can be used as a source of competitive advantage to improve the marketing performance of the company.

IV. CONCLUSION

The results of hypothesis testing using SEM WarpPLS analysis with 2 independent variables, service differentiation and logistics service quality and one dependent variable is marketing performance with one mediating variable is competitive advantage, which shows that:

1. Service differentiation has a positive effect on competitive advantage. The better the service differentiation at the Freight Forwarding company in Jakarta, it will have an impact on increasing competitive advantage.
2. Logistic service quality has a significant effect on competitive advantage. Changes in the logistics service quality of freight forwarding companies in Jakarta have an impact on increasing competitive advantage.
3. Service differentiation has a positive effect on marketing performance. The higher the service differentiation at the Freight Forwarding Company in Jakarta, the higher the marketing performance will be.
4. Logistics service quality has a significant effect on marketing performance. Changes in the logistics service quality of freight forwarding companies in Jakarta have an impact on increasing marketing performance.
5. Competitive advantage has a positive effect on marketing performance. The higher the competitive advantage, the higher the marketing performance will be. Competitive advantage must be owned by the company or product to achieve performance and achieve product success.

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