

ABSTRAK

Agung Bima Ramanda 17101155310470 . Manajemen Fakultas ekonomi dan Bisnis (2021), “ Pengaruh *Customer Relationship Management*, Orientasi Pasar, Inovasi Dan Kualitas Produk Terhadap Keunggulan Bersaing (Studi Kasus PT Samsung Kota Padang Periode 2017-2020) , dibawah bimbingan Bapak Mondra Neldi, SE, MM dan Bapak Vicky Brama Kumbara, SE,MM

Penelitian ini bertujuan untuk menguji Pengaruh *Customer Relationship Management*, Orientasi Pasar, Inovasi Dan Kualitas Produk Terhadap Keunggulan Bersaing. Metode pengumpulan data melalui survey, wawancara, dan kuesioner dengan sampel 90 responden. Metode analisis yang digunakan adalah Analisis Regresi Linier Berganda .

Hasil analisis data menyimpulkan bahwa secara parsial terdapat pengaruh positif dan signifikan Customer Relationship Management terhadap Keunggulan Bersaing. Dimana t-hitung lebih besar dari t-tabel ($3,892 > 1,988$) atau tingkat signifikan kecil dari alpha ($0,000 < 0,05$) maka dapat diperoleh H_0 ditolak H_a diterima. Bahwa secara parsial terdapat pengaruh positif dan signifikan Orientasi Pasar terhadap Keunggulan Bersaing. Dimana t-hitung lebih besar dari t-tabel ($3,446 > 1,988$) atau tingkat signifikan lebih kecil dari alpha ($0,001 < 0,05$) maka dapat diperoleh H_0 ditolak H_a diterima. Bahwa secara parsial terdapat pengaruh positif dan signifikan Inovasi terhadap Keunggulan Bersaing. Dimana t-hitung lebih besar dari t-tabel ($6,391 > 1,988$) atau tingkat signifikan lebih kecil dari dari alpha ($0,000 < 0,05$) maka dapat diperoleh H_0 ditolak H_a diterima. Bahwa secara parsial terdapat pengaruh positif dan signifikan Kualitas Produk terhadap Keunggulan Bersaing. Dimana t-hitung lebih besar dari t-tabel ($6,600 > 1,988$) atau tingkat signifikan lebih kecil dari dari alpha ($0,000 < 0,05$) maka dapat diperoleh H_0 ditolak H_a diterima. Bahwa secara simultan terdapat pengaruh positif dan signifikan Customer Relationship Management, Orientasi Pasar, Inovasi, Kualitas Produk terhadap Keunggulan Bersaing. Dimana nilai F_{hitung} lebih besar dari nilai F_{tabel} ($44,071 > 2,47$). Nilai F 44,071 dengan tingkat signifikan 0,000 lebih kecil dari alpha 0,05. Maka diperoleh H_0 ditolak dan H_a diterima

Kata Kunci : *Customer Relationship Management*, Orientasi Pasar, Inovasi, Kualitas Produk , Keunggulan Bersaing

ABSTRACT

Agung Bima Ramanda 17101155310470 . Management Faculty of Economics and Business (2021), "The Influence of Customer Relationship Management, Market Orientation, Innovation and Product Quality on Competitive Advantage (Case Study of PT Samsung Padang City Period 2017-2020) , under the guidance of Mr. Mondra Neldi, SE, MM and Mr. Vicky Brama Kumbara, SE, MM

This study aims to examine the effect of customer relationship management, market orientation, innovation and product quality on competitive advantage. Methods of collecting data through surveys, interviews, and questionnaires with a sample of 90 respondents. The analytical method used is Multiple Linear Regression Analysis .

The results of data analysis concluded that partially there is a positive and significant influence of Customer Relationship Management on Competitive Advantage. Where t -count is greater than t -table ($3.892 > 1.988$) or a small significant level of alpha ($0.000 < 0.05$) then it can be obtained that H_0 is rejected. H_a is accepted. Whereas partially there is a positive and significant influence of Market Orientation on Competitive Advantage. Where the t -count is greater than t -table ($3.446 > 1.988$) or the level is significantly smaller than alpha ($0.001 < 0.05$), it can be obtained that H_0 is rejected. H_a is accepted. That partially there is a positive and significant influence of Innovation on Competitive Advantage. Where the t -count is greater than t -table ($6.391 > 1.988$) or the level is significantly less than alpha ($0.000 < 0.05$), then it can be obtained that H_0 is rejected. H_a is accepted. That partially there is a positive and significant effect of Product Quality on Competitive Advantage. Where the t -count is greater than t -table ($6,600 > 1.988$) or the level is significantly less than alpha ($0.000 < 0.05$), it can be obtained that H_0 is rejected. H_a is accepted. Whereas simultaneously there is a positive and significant influence of Customer Relationship Management, Market Orientation, Innovation, Product Quality on Competitive Advantage. Where the value of F is greater than the value of F ($44,071 > 2,47$). The F value is 44.071 with a significant level of 0.000 which is smaller than the 0.05 alpha. Then it is obtained that H_0 is rejected and H_a is accepted

Keywords: *Customer Relationship Management, Market Orientation, Innovation, Product Quality, Competitive Advantage*