

ABSTRACT

The rivalry of business now very tight since MEA 2015 therefore every businessmen need to create their own competitive advantage. Saung Bandung is one of a company which have a tourism concept that accommodate the MSME's in Bandung and west Java. Therefore the MSME can create their own competitive advantage through Saung Bandung.

The purpose of this research to find out the influence of segmentation and targeting to competitive advantage through positioning as the intervening variable. This research use 63 sample from MSME's whom joined with Saung Bandung and become the tenant from 169 active tenants. This research methods is using correlation and descriptive analysis with path analysis intervening model

The result of calculation shows that segmentation and targeting influenced significantly towards competitive advantage simultaneously and partially. Segmentation influenced towards positioning simultaneously as well as partial. Segmentation and targeting influenced towards competitive advantage towards intervening variable that is positioning.

Keywords : Competitive Advantage, Intervening variable, Positioning, Path analysis, Segmentation, Targeting.
