

## ABSTRACT

Growth market moving to become very competitive and emulation of business which complex progressively and tighten have attended new challenge for company. Speed become proper matter paid attention to company or organization how to get and evaluate information immediately, and to then use the information for respond every occurrence and problem quickly and precisely also. Emulation of global business at the moment instruct at economics customer based so that result the happening of friction of paradigm claiming the readiness of company to compete to access to market by creating value from every process in yielding its service and product as according to consumers expectation, so that can survive and reach competitive advantage. Because this reason is writer do research in Post Express, in this case Post Express represent pre-eminent product from PT. Pos Indonesia represent service nowadays service of delivery and always forward accuration of delivery so that can value creation which in the end can give competitive advantage for company in the middle of situation of the emulation.

Technique of data collecting done by spreading questioner. Population in this research is personnel and customer of corporate of Post Express PT. Pos Indonesia Surakarta. Sample taking technique use quota sampling. Questionnaire contain sample to know perception of responder to variables to be measured, in this case the dimension Process Business as factor having an effect on to value creating and competitive advantage. Analyze in this research use formulas of multiple linear regression to know how big influence of Dimensional Process Business (Competence of Human resources, Process Job, Technological Exploiting, Strategy Formula) to Value Creation and Competitive Advantage.

Result of research can be said that there are influence by simultaneous or together between Competence of Human resources, Process Job, Technological Exploiting, Strategy Formula to value creation equal to 54,1% and to competitive advantage equal to 32,5%. From examination by partial to know significance influence of free variable got that factor most dominant in dimension Process Business is Process Job to value creation or even competitive advantage, whereas strategy formula not yet had contribution to creating value which have implication to competitive advantage. Recommend to Post Express non-stopped to improve and improve Competence of Human Resources Process Job, Technological Exploiting, Strategy Formula as main elementary attainment head for process of value creation and can reach for competitive advantage.

Keyword : dimension of process business, value creation, competitive advantage.