

ABSTRACT

The growth of online sales on social media at Guten Inc keeps increasing every month, giving rise to competitive advantage. It shows the existence of factors that affect the competitive advantage in Guten Inc company that moves in the field of fashion. In this regard, it is necessary to research the influence of social media on competitive advantage in order to know what factors affect the competitive advantage of Guten Inc. company.

Through this research will be measured customer responses to social media variables of Advertising, Promotion, and Brand Awareness. In addition, this study evaluates the effect of social media variables on competitive advantage of Guten Inc.

Methods of data collection is done through the spread of questionnaires through google docs and then forwarded to social media such as LINE and Whatsapp. From the questionnaires, 399 valid respondents were obtained. Data processing is done by using Microsoft Excel 2016 and SPSS version 16.

With variables to measure the effect of social media, there are several variables that influence competitive advantage ie social media influence significantly by 74% to competitive advantage in Guten Inc, advertisement influence partially significant equal to 59,9% to competitive advantage at Guten Inc , promotion affects partially significant by 36% of competitive advantage in Guten Inc, Brand Awareness significantly partially affects 73% of competitive advantage on Guten Inc.

While based on the evaluation of the influence of variables on competitive advantage, the results obtained that social media variables proved to have a significant positive effect on competitive advantage. Brand Awareness becomes the largest variable that affect the competitive advantage.

Keywords: Social Media; Advertisement; Promotion; Brand Awareness; Competitive Advantages.