

## **ABSTRACT**

*Creative industry in Indonesia is growing rapidly not only that the creative industry becomes an option for young people to develop a career as well as create jobs, it is seen where the market of creative economy and human resources is still wide open that is equal to 47% of the total population of Indonesia or 143.8 million who is under 29 years old. Overall culinary sub-sector won the list of the largest contribution with the achievement of Rp208, 6 trillion or equivalent 33 percent of the total value-added creative economy in 2015. From the data can be seen that the culinary industry is very influential for the country. But many entrepreneurs are still difficult in developing their business.*

*One possible influence in developing a business and being able to excel in business competition is the influence of the organizational culture of a company itself and assisted by appropriate Resource Based View procedures to improve the company's performance in order to grow more broadly.*

*This study aims to determine the effect of organizational culture on the benefits of competing with the RBV approach to the company in the culinary field of King of Delicious Meal (KDM).*

*The population in this study are employees of KDM companies in Bandung, which amounted to 84 people. This research is a quantitative research. Sample collection was done through questionnaire distribution. This research uses descriptive analysis technique and multiple regression analysis.*

*The results of this study indicate that the influence of organizational culture and RBV on competitive advantage is included in good category (80.1%), with the highest influence of organizational culture on the dimension of orientation on the team (83.7%) and the highest influence of RBV on the dimension of rareness (83,1%) where both have influence simultaneously with significance equal to 67,5% to competitive advantage, while the rest influenced by other factor.*

**Keywords: Organizational Culture, Competitive Advantage, RBV, KDM**