

ABSTRACT

Competitive advantage is the ability of a company obtained through its characteristics and resources to have higher performance than other companies in the same industry or market. In order to create and improve the maximum competitive advantage strategy to improve their marketing system, it is necessary to analyze the competitive advantage factors that exist in the MCM Tours Travel company and evaluate which competitive advantage factors are very influential for their business.

This study is very important because Travel MCM Tours Bandung faces great challenges in increasing its competitive advantage in the midst of increasingly fierce travel industry competition. This analysis is very important to find the strengths and weaknesses of the company and make the right strategy to maintain and strengthen its position in the market. The company may have difficulty competing and maintaining market share if it does not understand these factors in depth.

The research method used by researchers in this study is to use a quantitative approach with descriptive quantitative research type and data analysis conducted using factor analysis. The sampling method in this study used nonprobability sampling techniques with purposive sampling method. The dimensions measured in this study are Price, Innovation, Service Quality, and Product Quality. The data in this study were obtained through the results of a questionnaire distributed in the form of a google form to 100 respondents and through literature studies. The data that has been obtained by researchers is then tested using validity tests, reliability tests, and KMO and Barlett's Tests.

Based on the results of descriptive analysis, the highest dimension value is in the Service Quality dimension and the lowest dimension value is in the Innovation dimension. Based on the results of factor analysis, the Price factor is the most influential factor in encouraging customers to use MCM Tours Bandung Travel services with a high score of 0.874 and the factor that has the lowest influence is the Service Quality factor with a score of 0.571.

Keywords : Competitive Advantage, MCM Tours Travel, Factor Analysis, Industry Competition, Marketing Strategy