

ABSTRACT

This study was conducted with the aim of examining the influence of organizational culture and management commitment on competitive advantage, as well as its impact on the performance of the company PT. Putraduta Buanasentosa. The main motivation of this study is to understand how internal factors of the company can support competitive advantage which ultimately improves the company's performance. The research approach used is a quantitative method with a descriptive research type. This study was conducted on the population of employees of PT. Putraduta Buanasentosa, with sampling using probability sampling techniques. Data were collected through questionnaires and analyzed using statistical analysis to test the proposed hypotheses. The results of the study indicate that organizational culture and management commitment significantly affect competitive advantage, which in turn also has a positive effect on company performance. Strong organizational culture and management commitment have been shown to strengthen competitive advantage, which has an impact on improving overall company performance. The conclusion of this study is that good management of organizational culture and management commitment is very important to strengthen competitive advantage and improve company performance. The researcher suggests that companies continue to develop a positive organizational culture and strengthen management commitment to achieve sustainable competitive advantage.

Keywords: *Organizational Culture, Management Commitment, Competitive Advantage, Company Performance*