

ABSTRACT

In the increasingly competitive real estate industry, companies are required to optimize Market insight, Business Strategy, Innovation, and Adaptation to maintain Competitive Advantage. This study aims to analyze the relationships among these factors and identify the role of innovation and adaptation in strengthening firms' competitiveness. A quantitative research method was employed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach. The findings indicate that Market insight and Business Strategy have a direct impact on Innovation and Competitive Advantage, with a stronger effect when mediated by Innovation. Additionally, Adaptation acts as a moderating factor that enhances the relationship between Innovation and Competitive Advantage. These findings affirm that firms capable of effectively integrating market insights with innovation-based business strategies tend to achieve a stronger competitive edge in the real estate industry. This study contributes to the development of business strategy and innovation theories while providing practical guidance for real estate firms in designing data-driven strategies to sustain their competitive advantage. Future research is suggested to expand the scope to other industries and consider additional variables such as customer loyalty, digitalization, and business sustainability.

Keywords: Market insight, Business Strategy, Innovation, Adaptation, Competitive Advantage