

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis keunggulan bersaing yang dapat dijaga secara berkelanjutan oleh suatu perusahaan menggunakan pendekatan *Valuable, Rare, Inimitable*, dan *Organized* (VRIO). Dalam studi ini, dilakukan penelitian terhadap PT Tamadun Teknologi Internasional yang telah mempertahankan keunggulan bersaing mereka selama bertahun-tahun.

Metode penelitian yang digunakan adalah studi kasus dengan melakukan wawancara mendalam terhadap beberapa perusahaan yang berhasil mempertahankan keunggulan bersaing mereka secara berkelanjutan. Selain itu, dilakukan pula survei pada manajemen perusahaan, analisis data finansial dan kinerja perusahaan untuk memperkuat temuan dari wawancara.

Hasil penelitian menunjukkan bahwa terdapat beberapa faktor yang menjadi kunci dalam mempertahankan keunggulan bersaing secara berkelanjutan, antara lain budaya perusahaan, performa sistem, dan loyalitas karyawan. Dengan memahami faktor-faktor kunci yang ditemukan dalam penelitian ini, perusahaan dapat mengambil langkah-langkah yang tepat untuk mempertahankan keunggulan bersaing mereka secara berkelanjutan.

**Kata Kunci:** VRIO, keunggulan bersaing berkelanjutan, kekuatan kunci

## ABSTRACT

*This research aims to analyze sustainable competitive advantages that can be maintained by a company. In this study, PT Tamadun Teknologi Internasional that have maintained their competitive advantage for years were researched.*

*The research method used is a case study, with in-depth interviews conducted with several companies that have successfully maintained their competitive advantage sustainably. In addition, surveys, financial data analysis and company performance were conducted to strengthen the findings from the interviews.*

*The results of the study show that there are several key factors in maintaining sustainable competitive advantages, including company culture, system performance, and employee engagement. Furthermore, companies that successfully maintain their competitive advantage sustainability also have the ability to adapt to changes in the business environment and leverage existing technology.*

*This research has practical implications for companies that want to maintain their competitive advantage. By understanding the key factors found in this study, companies can take appropriate steps to sustain their competitive advantage. Additionally, this research can serve as a basis for further research in the fields of business strategy and company management.*

*Keywords: VRIO, sustainable competitive advantages, key strength*