

## ABSTRACT

This thesis investigates the nexus between Entrepreneurial Orientation factors and Sustainable Competitive Advantage within the context of family businesses, with a specific focus on PT Shafwah Corpora. Through in-depth interviews with eight top leaders within the organization, the study explores the influence of entrepreneurial orientation factors on sustainable competitive advantage and examines the role of Family Business Dynamics in shaping the company's sustainable advantage. The findings underscore the significant contribution of entrepreneurial orientation factors to PT Shafwah Corpora's sustainable competitive advantage, revealing how the company strategically employs risk-taking, innovation, and proactive decision-making to differentiate itself in the market and enhance customer satisfaction. By aligning entrepreneurial strategies with the organization's core values and long-term vision, PT Shafwah Corpora has successfully sustained its competitive edge over time, thereby contributing to the broader understanding of how entrepreneurial orientation factors impact family businesses' sustainable advantage.

This research sheds light on the pivotal role of family business dynamics in shaping PT Shafwah Corpora's sustainable advantage. Through a deep-rooted commitment to family values, trust, and long-term stewardship, the company has cultivated a cohesive organizational culture characterized by collaboration, loyalty, and resilience. The integration of family members into key leadership positions exemplifies how PT Shafwah Corpora leverages its familial heritage to drive strategic decision-making and organizational cohesion. Moreover, the study highlights the effectiveness of governance structures within the company, ensuring transparency, accountability, and fairness in decision-making processes while effectively balancing family interests with business objectives. Overall, this thesis contributes valuable insights into the intersection of entrepreneurial orientation factors and family business dynamics within family businesses, offering implications for theory and practice in the field of family business management.

**Keywords :** Entrepreneurial Orientation, Sustainable Competitive Advantage, Family Dynamics