UNIVERSITAS
GADJAH MADA
Analisis Sumber Daya dan Kapabilitas Kopi Ruki Dalam Membangun Keunggulan Bersaing di Kota Cilegon
Rizky Aulia, Rangga Almahendra, Dr., S.T., M.M.,
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

ANALISIS SUMBER DAYA DAN KAPABILITAS KOPI RUKI DALAM MEMBANGUN KEUNGGULAN BERSAING DI KOTA CILEGON

Rizky Aulia
24/552260/PEK/31025

Penelitian ini bertujuan menganalisis sumber daya dan kapabilitas internal Kopi Ruki dalam membangun keunggulan bersaing di tengah persaingan industri *coffee shop* yang semakin kompetitif di Kota Cilegon. Penelitian ini menggunakan pendekatan kuantitatif deskriptif sebagai metode utama yang diperkuat dengan data kualitatif dalam kerangka studi kasus tunggal, dengan data primer diperoleh melalui wawancara eksplorasi, kuesioner skala Likert 1–5, dan wawancara lanjutan, sedangkan data sekunder bersumber dari jurnal ilmiah, laporan industri, dan dokumen internal perusahaan. Data dianalisis melalui lima tahapan yang terintegrasi berdasarkan pendekatan *Resource-Based View* (RBV), meliputi identifikasi sumber daya dan kapabilitas, *resource appraisal*, *Competitive Strength Assessment* (CSA), analisis VRIO, dan identifikasi *core competence*. Hasil penelitian menunjukkan bahwa Kopi Ruki memiliki sepuluh sumber daya dan tujuh kapabilitas, dengan sepuluh dari tujuh belas faktor masuk kategori *key strength* berdasarkan CSA. Analisis VRIO mengungkap lima faktor yang menghasilkan *sustained competitive advantage*, yaitu kualitas kopi dan bahan baku, loyalitas pelanggan, kemampuan pelayanan pelanggan, kemampuan membangun hubungan pelanggan, dan kemampuan menciptakan *customer experience*, sementara tiga faktor menghasilkan *temporary competitive advantage* dan dua faktor menghasilkan *competitive parity*. *Core competence* utama Kopi Ruki adalah kemampuan membangun dan memelihara hubungan pelanggan melalui pelayanan yang unggul dan penciptaan *customer experience* yang konsisten, didukung oleh kualitas bahan baku yang terjaga dan loyalitas pelanggan yang kuat sebagai fondasi keunggulan bersaing berkelanjutan.

Kata Kunci*: Analisis Sumber Daya dan Kapabilitas, Resource-Based View, Competitive Strength Assessment, VRIO, Core Competence, Keunggulan Bersaing Berkelanjutan, Coffee Shop Lokal.*

UNIVERSITAS
GADJAH MADA
Analisis Sumber Daya dan Kapabilitas Kopi Ruki Dalam Membangun Keunggulan Bersaing di Kota Cilegon
Rizky Aulia, Rangga Almahendra, Dr., S.T., M.M.,
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

ANALYSIS OF RESOURCES AND CAPABILITIES OF KOPI RUKI IN BUILDING COMPETITIVE ADVANTAGE IN CILEGON CITY

Rizky Aulia
24/552260/PEK/31025

This study aims to analyze the internal resources and capabilities of Kopi Ruki in building competitive advantage amid the increasingly competitive coffee shop industry in Cilegon City. This study employs a quantitative descriptive approach as the primary method, reinforced by qualitative data within a single case study framework, with primary data collected through exploratory interviews, a Likert scale 1–5 questionnaire, and follow-up interviews, while secondary data were sourced from scientific journals, industry reports, and internal company documents. Data were analyzed through five integrated stages based on the Resource-Based View (RBV) approach, encompassing resource and capability identification, resource appraisal, Competitive Strength Assessment (CSA), VRIO analysis, and core competence identification. The findings indicate that Kopi Ruki possesses ten resources and seven capabilities, with ten out of seventeen factors classified as key strengths based on CSA. VRIO analysis reveals five factors that generate sustained competitive advantage, namely coffee and raw material quality, customer loyalty, customer service capability, the ability to build customer relationships, and the ability to create customer experience, while three factors yield temporary competitive advantage and two factors result in competitive parity. The primary core competence of Kopi Ruki is the ability to build and maintain customer relationships through superior service and the consistent creation of positive customer experience, supported by well-maintained raw material quality and strong customer loyalty as the foundation of sustainable competitive advantage.

Keywords: Resource and Capability Analysis, Resource-Based View, Competitive Strength Assessment, VRIO, Core Competence, Sustained Competitive Advantage, Local Coffee Shop.