



ABSTRACT

Resources and capabilities that company have not potentially to become basic of Competitive advantage. The company get a competitive advantage if they have a unique asset and capabilities. PT Patra Jasa is one of Pertamina subsidiaries with a huge asset and strategic location has a opportunities to become Competitif advantage among the competitor.

In this research, Writer try to analysis resource and capabilities of PT. Patra Jasa to build a competitive advantage with Resource Based View Model. The result shows that Hotel Patra Jasa Bali is potentially to become a Sustainable Competitive Advantage.

Keyword : Resources, Capabilities and Competitive Advantage.