

ABSTRACT

EFFECT OF LOCATIONS, PHYSICAL FACILITIES AND PRODUCT QUALITY AGAINST COMPETITIVE ADVANTAGE (Survey of Deden Batik Tasikmalaya Employees)

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The objective of this research was to find out and analyze the Influence of Location, Physical Facilities and Product Quality on Competitive Advantages, Survey on Deden Batik Tasikmalaya Consumers. The research method used is the survey method, the type of data used are primary and secondary data, the object of research is consumers regarding Location, Physical Facilities, Product Quality and Competitive Advantages, The analytical tool used is Multiple regression analysis. Based on the results of the research it is known that partially, the location and physical facilities have a significant influence on competitive advantage in the Dedicated Batik Tasikmalaya Consumers, while the product quality does not have a significant effect on competitive advantage. Simultaneously Location, Physical Facilities and Product Quality have a significant effect on Competitive Advantage. With the results of these research, the manager must improve or update the location and physical facilities of the company.

Keywords: location. Physical facilities, product quality, competitive advantage