Research Paper

Strategy to Increase Competitive Advantage in Rubber Products Company PT. Fitria Jaya Lestari

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ABSTRACT *Strategy to Increase Competitive Advantage in Rubber Products Company PT. Fitria Jaya Lestari. This research uses quantitative methods. The sampling technique used in this study was Saturated Sample. Samples taken as many as 32 samples of pt customer company. Fitria Jaya Lestari. Research ini uses PLS 3 tools as an analysis tool. The resultsof the nelitian in the partial test showed that Reaserch and Development did not have a significant influence on Competitive Advantage, Cost Leadership did not have a significant influence on Competitive Advantage, Differetiation Strategy had a significant influence on Competitive Advantage, and Focus Strategy had a significant influence on Competitive Advantage.*
Keywords : *Research and Development, Cost Leadership, Differetiation Strategy, Focus Strategy, Competitive Advantage.*

I.   INTRODUCTION

Rubber is one of the commodities of agricultural products in Indonesia and belongs to the extractive industry taken from nature where the raw materials come from the management of rubber pohan sap, Natural rubber commodity is one of the superior commodities, also has many functions of its usefulness in the manufacturing industry.

Rubber is used as the main material in the manufacture of mobile vehicle accessories such as (tires, busteps, motor dampers and many more), medical devices, tools that must have flexibility and resistant to shocks and also resistant to heat, in some industries that have been described above rubber is produced in accordance with their respective uses in each industry such as bustep which has the use as a foot foot motorcycle, rubber elbow for the end of the table, cape tupe or which can be called by cable cover as in the washing machine so as not to occur short circuit on electricity and rubber function as a water holder that enters the cable that is in the washing machine and rubber must have resistance to heat in the machine then shocks and so forth.

Rubber industry market in Indonesia in recent years   is very significant increase of some automotive companies, electronics and meubel began to order rubber products as a standard of production that must exist even become a very important product for the completeness of its products, the large needs of rubber today is also followed by increasing competition among companies in the industry, in this case some of the same companies in marketing rubber products in Indonesia, especially in the Bekasi area of West Java from the price, quality, quality to quantity of products are very competitive.

Company PT. Fitria Jaya Lestari was founded in 2019 which was originally named CV. Fitria Jaya Purnama which was established in 1998 which is now a subsidiary of PT. Fitria Jaya Lestari, where the extractive industry in Indonesia is very high at that time the development of manufacturing for rubber is very fast for the production process system because manufacturing in the automotive field is in desperate need of rubber as part of one item that must be met to achieve the desired standards, therefore PT. Fitria Jaya Lestari already has a lot of experience to produce rubber in accordance with the standards of each company let alone companies that already have ISO (*International Organization for Standardization*) and not only large companies

that order for itsproduction, even a lot of after markets made by individuals also order a variety of rubber products according to what they need.

Table 1.1 Automotive Product Prices

Product Name	Product Prices		
	PT. Fitria Jaya Lestari	PT. X	PT. Y
Kharisma Damper (Automotive)	Rp. 525 / Pcs	Rp. 510 / Pcs	Rp. 500 / Pcs
Damper GB-4 (Automotive)	Rp. 525 / Pcs	Rp. 545 / Pcs	Rp. 533 / Pcs
Step Supra (Automotive)	IDR 1,375 / Pcs	IDR 1,100 / Pcs	IDR 1,250 / Pcs
Step 3 SO (Automotive)	IDR 1,350 / Pcs	IDR 1,500 / Pcs	IDR 1,450 / Pcs
Suzuki Damper (Automotive)	Rp. 2.950 / Pcs	Rp. 2.500 / Pcs	Rp. 2.770 / Pcs
Packing Separator (Automotive)	Rp. 520 / Pcs	Rp. 550 / Pcs	Rp. 570 / Pcs
Packing Fuel Filler (Automotive)	Rp. 950 / Pcs	Rp. 895 / Pcs	Rp. 925 / Pcs
Cover Bold (Automotive)	Rp. 175 / Pcs	Rp. 240 / Pcs	Rp. 315 / Pcs

Data obtained at PT. 2020 Fitria Jaya Lestari

PT. Fitria Jaya Lestari is one of the manufacturing companies engaged in rubber is required to innovate more in order to be able to be the leader of the cost of rubber products prices, then have a more varied product differences that are able to reach other industries to make rubber as the standard of production, and can focus that rubber is able to have a very good advantage in other industries.

This research aims to find out *Reaseach And's* strategy to increase the competitive advantage of PT's rubber products. Fitria Jaya Lestari, therefore based on the problems in the background above, theauthor can draw conclusions by taking the title of the study ***"Strategy to Increase Competitive Advantage in Rubber Products Company PT. Fitria Jaya Lestari"***.

Problem Formulation

dnature research Thesis this authorpresents some problem formulations with a focus on the following problems:
1.   Does *research and development* affect *Competitive Advantage.*?
2.   Does *Cost Leadership* affect Competitive *Advantage.*?
3.   Does *Differentiation Strategy* affect Competitive *Advantage.*?
4.   Does *Cost Focus* affect Competitive *Advantage.*?

Research Objectives

Based on the problem formulation that has been described above, it can be known that the purpose of this research is as follows:
1.   To know the influence of *research and development* strategy on *Competitive Advantage* in PT. Fitria Jaya Lestari.
2.   To know the influence of *Cost Leadership* on *Competitive Advantage* in PT. Fitria Jaya Lestari.
3.   To know the influence of *Differentiation Strategy* on *Competitive Advantage* in PT. Fitria Jaya Lestari.
4.   To know the effect of *Cost Focus* on *Competitive Advantage* in PT. Fitria Jaya Lestari.

II. LITERATUR RIVIEW

According to *(Keegan, W.J.).* in the journal [1] Competitive advantage is the increasing level of attractiveness that the company offers compared to competitors from a customer's point of view. Whereas according to [2] Competitive advantage berlanjutan appears as an important factor in the perception of the value of goods and services, which should be considered as an element of competitive advantage.

So it can be concluded that Competitive *Advantage* is the ability of a company or organization to excel over its competitors from a customer's point of view that can be described through the attributes of products or services seen from unique features for the market it wants to target.

according to [3] researchand development is part of the research that hasthe goalto make a particular product,   where the product gets the discovery of baruor develop old products into new products. Medium according to [4] *Research and Development* (R&D) is a research method used in the income process of a particular product and conducting testing the effectiveness of the method.

So it can be concluded that Research and *Development* is the development of research products both new and old products that will be updated that will be done repeatedly to produce products with a predetermined purpose.

According to [5] Strategi cost leadership is a series of integrated tindsmade for the production or delivery of goods using features that can be accepted by customers at low cost and relative tocompetitors. While according to [6] Cost leadership strategy andmarketentasi is a tool that exists in the main organizations used to improve the industry kinerja and make promotions about competitive advantage.

Then be concluded that Cost *Leadership* is a leadership cost strategy for companies to take a series of actions to design new products or services and can be accepted by the pelaggan at a relatively lower cost than its competitors.

According to [7] differentiation is a rare (rare) and expensive thing to be able to betanned (imitated) and also used as a source of competitive superiority that has a continuation. This scarcity that makes the weak *customer* power because will be reducedand there is not even the same alternative product as the product of the company. Whereas according to [8] Differentiation strategy is one generic strategic approach in building a competitive advantage. Differentiation strategies are based on providing buyers with something different or unique, which makes the company's products or servicesdifferent from itscompetitors.

Can in the conclusion that *Differentiation Strategy* is creating something that is perceived throughout the industry as something unique and expensive to emulate that will include all in the market economy its function to get different customer segmentation.

according to [9] The focus strategy based on low cost depends on the presence of a segment of buyers whose needs are cheaper to meet than other markets. On the other hand, a focus strategy based on differentiation depends on the presence of a segment of buyers who demand unique product attributes. Whereas according to [10] defines bfocusing asis for competitive advantage is a lower cost than competitors serving that market segment or the ability to offer something different from competitors to special members.

Can concluded that Focus *Strategy* is a planning process that usually involves targeting a number of segmentiation to gain a competitive advantage by increasing the perceived value and involves the creation of market positions that are considered quite unique.

III. METODOLOGY RESEARCH

Research Design
This study uses a quantitative approach that limits problems to problem formulation and then researchers use theory to answer them.

Research Place and Time
This research was conducted at **PT. Fitria Jaya Lestari** who lives in Setu Bekasi Regency, West Java, in the period of September 2020 until January 2021, this research has been conducted for 5 months only to follow the curriculum of college learning.

Sampling Method
Population used in sampling this research is a personal customer of PT. Fitria Jaya Lestari as many as 32 respondents. According to [14] samples are a small part of a number of characteristics found in the population. Hal aims to be able to produce real situations or real events so as to obtain more accurate results. Sampling techniques used are using *Saturated Samples* where the sample is taken using members of the population that will beused as samples, wherethe sample population is very small less than 30 respondents who are part of the sample criteria obtained by researchers based on the purpose of the study, along with the samples to be studied.

Data Retrieval Techniques
Accourding [14] sample technique is a technique used in taking samples that can later be used in research, there are various sampling techniques that will be used such as *probability sampling* and *non probability sampling*. In this study the authors used a non *probability sampling* technique that uses unequal opportunities or opportunities on each element or each population to be selected as a sample. Namely *saturated sample* of primary data collection obtained by researchers directly and through questionnaires provided.
Primary data consists of field studies, observations, interviews, questionnaires and understanding:
1. Field studies, finding and obtaining data from personal consumers of PT. Fitria Jaya Lestari as a respondent who will be the author will be thorough.
2. Observation, direct observation activities to objects namely PT companies. Fitria Jaya Lestari to get information about respondents and learn to share things related to the research that will be given.

3.   Interviews, data collection with face-to-face communication techniques and conducted by researchers and resource persons function to know more deeply to raise the problems that researchers will ask through questions.

4.   Questionnaire, asking some questions that have been prepared by the author in writing its function for data collection and information with the dissemination of questionnaires where alternative answers will be given by respondents PT. Fitria Jaya Lestari.

Data Analysis Methods

The design of this study is seen from existing problems where the results are descriptive quantitative create limitations on problems obtained from the formulation of masalah. The problem formulation is shown in the form of a question phrase, and then the researchers use the existing theory to answer the question. And the data is obtained by disseminating questionnaires that will be calculated using the *Linkert scale.*

The data analysis used in this study is by Partial Least *Squere* (PLS) method that uses *SmartPLS 3.* Peneliti uses PLS because it can be used   inany type of data scale bothparametic and non-parametic as well as easier assumption requirements.

Validity Test

The construction validity test in this study is a series of PLS-SEM alisis conducted. The construction validitastest used suchas convergent validity test and also discriminant validity test in first-order and second-order CFA in measurement model evaluation. The convergent validity parameter that will be explained in this an is the Average Variance Extracted (AVE) value.

Reliability Test

In this case reliability tests will be used based on the purpose of ensuring research instrumen in order to be able to show the measurement of concepts consistently without any bias. PLS modeling uses a coefficientnreliability in the explanation of the measurement model that has been tested. Another word of koefisien reliability is composite*reliability*.

Descriptive Data Analysis

In this study will be used descriptive statistical analysis of frequency distribution types that are *minimum, maximum, mean,* and *standard deviation.* It is done to describe the data contained inthis study such as *Reasearch and Devlopment, Cost Leadership, Differentiation Strategy, Focus Strategy* against *Competitive Advantage* or can be called a competitive advantage.

Hypothesis Testing

In this case that is intended in the meantime because the results submitted are still based on the relevant theory, not yet based on empirical facts thatcango through the collection of data or questionnaires by researchers.

Inner Model or *structural model* is actually a hypothesis test memperlihatkan relationship and influence betweena latent variable based on *substantive theory.* The model of the equation can beseenbelow.

h   = b0 + b + rx + g Dimana:

η = endogenous vector (dependent) latent variable

$\acute{\upsilon}$ = exogenous vector (independent) latent variable

g   = vector resident

Since PLS is designed for *recursive*models, the relationship betweenlatent variables can be specified as follows:

ej = Sivji i + Si gjbxb + zj determined:

βji and γjb are oefisien pathwaysthat make endogenous predictor relationships with latent variables exogenous and ηi along the range of indexes I and b. Whereas, $\acute{\upsilon}$j is an *inner residual variable. Inner model* is conducted test against *structural* model by looking at the value of *R-square* as test goodness of *fit model.* In addition, it will also use the significance testi influence between constructs to see the value of the parameter coefficient and its t-statistical significance value, the coefficient value of the model can be said to be significant if $t_{calculates} > t_{table}$.

Path PathAnalysis, T Test Hypothesis Testing.

IV. RESULTS AND DISCUSSIONS

Research Results

Here are some of the analysis results that have been done in PT. Fitria Jaya Lestari by using analysis application namely *Partial Least Squere* (PLS) or called *SmartPLS* version 3 by using free variables such as Research and *Development* (X_1), Cost Leadership (X_2), Differentiation Strategy (X_3) and Focus *Strategy* (X_4) with variables bound to Competitive *Advantage* (Y).

Data Analysis
Validity Test (Convergent Validity Test)
1. *Competitive Advantage*
Competitive Advantage variable in this study is a variable that is bound or can be called a dependent variable (Y) with the number of respondents as many as 32 in this study, the following results of validity test data using *SmartPLS* version 3:

Table 4.4 Competitive Advantage Variable *Validity* Test Results

Item	Outer Model Results	Convergent Validity Requirements	conclusion
CA1	0.612	>0.5	Valid
CA2	0.698	>0.5	Valid
CA3	0.731	>0.5	Valid
CA4	0.695	>0.5	Valid
CA5	0.807	>0.5	Valid
CA6	0.603	>0.5	Valid
CA7	0.652	>0.5	Valid

Source: Data processed using *SmartPLS* 3 2021 application.

2. *Research and Development*
Variable *Research and Developmet* in this study is a free variable or can be called an independent variable (X_1) with the number of respondents as many as 32 people in this study, the following results of validity test data using *SmartPLS* version 3:

Table 4.5 *Research and Development* Variable Validity Test Results

Item	Outer Model Results	Convergent Validity Requirements	conclusion
R&D1	0.840	>0.5	Valid
R&D2	0.590	>0.5	Valid
R&D3	0.654	>0.5	Valid
R&D4	0.633	>0.5	Valid
R&D5	0.613	>0.5	Valid

Source: Data processed using *SmartPLS* 3 2021 application.

3. **Cost Leadership**
Cost Leadership variable in this study is a free variable or can be called an independent variable (X_2) with the number of respondents as many as 32 in this study, the following results of validity test data using *SmartPLS* version 3:

Table 4.6 *Cost Leadership* Variable Validity Test Results

Item	Outer Model Results	Convergent Validity Requirements	conclusion
CL1	0.630	>0.5	Valid
CL2	0.719	>0.5	Valid
CL3	0.705	>0.5	Valid
CL4	0.709	>0.5	Valid
CL5	0.837	>0.5	Valid
CL6	0.622	>0.5	Valid

Source: Data processed using *SmartPLS* 3 2021 application.

4. *Differentiation Strategy*
Variable *Differentiation Strategy* in this study is a free variable or can be called an independent variable (X_3) with the number of respondents as many as 32 in this study, the following results of validity test data using *SmartPLS* version 3:

Table 4.7 *Differentiation Strategy* Variable Validity Test Results

Item	Outer Model Results	Convergent Validity Requirements	conclusion
DF1	0.692	>0.5	Valid
DF2	0.767	>0.5	Valid

DF3	0.689	>0.5	Valid
DF4	0.620	>0.5	Valid
DF5	0.694	>0.5	Valid
DF6	0.542	>0.5	Valid
DF7	0.703	>0.5	Valid

Source: Data processed using *SmartPLS* 3 2021 application.

5. *Focus Strategy*

Focus Strategy variable in this study is a free variable or can be called an independent variable (X_4) with the number of respondents as many as 32 in this study, the following results of validity test data using *SmartPLS* version 3:

Table 4.8 *Focus Strategy* Variable Validity Test Results

Item	Outer Model Results	Convergent Validity Requirements	conclusion
FS1	0.810	>0.5	Valid
FS2	0.692	>0.5	Valid
FS3	0.584	>0.5	Valid
FS4	0.668	>0.5	Valid
FS5	0.625	>0.5	Valid
FS6	0.655	>0.5	Valid
FS7	0.891	>0.5	Valid

Source: Data processed using *SmartPLS* 3 2021 application.

Average Variance Extracte (AVE)

The Average value is used to measure the many variances captured by the construct by comparing the value of the consequences caused by errors in measurement. Here is the Average table below:

Table 4.9 Average Variance Extracte (AVE) Values

variable	AVE
Research and Development (X_1)	0.452
Cost Leadership (X_2)	0.500
Differentiation Strategy (X_3)	0.456
Focus Strategy (X_4)	0.505
Competitive Advantage (Y)	0.474

Source: Data processed using *SmartPLS* 3 2021 application.

Based on Table 4.9 it can be known that the AVE value there are only two research variables > 0.5 on the *Focus Strategy* variable and it can be stated that the variable is valid and the other variable is still < out of 0.05 which results in the variable cannot yet be declared valid.

Reliability Test

Composite Realibility is a test that measures the level of reliability of an indicator on a variable. A variable can be said to be eligible for composite *realibility* if it has a value of "0.7. the following is the composite *realibility* value of each variable used in the study.

1. Variabel *Competitive Advantage*

Table 4.10 *Competitive Advantage* Variable Reliability Test Results

variable	result	Terms of Composite Realibility	conclusion
Competitive Advantage	0.862	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

2. Variabel *Research and Development*

Table 4.11 *Research and Development* Variable Reliability Test Results

variable	result	Terms of Composite Realibility	conclusion
Research and Development	0.802	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

3. Variable *Cost Leadership*

Table 4.12 *Cost Leadership* Variable Reliability Test Results

variable	result	Terms of Composite Realibility	conclusion
Cost Leadership	0.856	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

4.　　　　　**Variable *Differentiation Strategy***

Table 4.13 *Differentiation Strategy* Variable Reliability Test Results

variable	result	Terms of Composite Realibility	conclusion
Differentiation Strategy	0.853	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

5.　　　　　***Variable Focus Strategy***

Table 4.14 *Focus Strategy* Variable Reliability Test Results

variable	result	Terms of Composite Realibility	conclusion
Focus Strategy	0.875	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

Cronbarch Alpha

Cronbarch Alpha is used to amplify the result of composite *realibility* of a variable can be said to be reliable if it has a value of *Cronbarch Alpha* > 0.7. The following is the *cronbarch alpha* value of each variable:

Table 4.15 *Results of Cronbarch Alpha* Variable Competitive *Advantage*

variable	Hasil	Terms of Cronbarch Alpha	conclusion
Competitive Advantage	0.813	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

Table 4.16 *Results of Cronbarch Alpha* Variable Research *and Development*

variable	Hasil	Terms of Cronbarch Alpha	conclusion
Research and Development	0.696	>0.7	Not Reliable

Source: Data processed using *SmartPLS* 3 2021 application.

Table 4.17 *Results of Cronbarch Alpha* Variable *Cost Leadersship*

variable	Hasil	Terms of Cronbarch Alpha	conclusion
Cost Leadership	0.796	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

Table 4.18 *Results of Cronbarch Alpha* Variable *Differentiation Strategy*

variable	Hasil	Terms of Cronbarch Alpha	conclusion
Differentiation Strategy	0.800	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

Table 4.19 *Results of Cronbarch Alpha* Variable Focus *Strategy*

variable	Hasil	Terms of Cronbarch Alpha	conclusion
Focus Strategy	0.831	>0.7	Reliabel

Source: Data processed using *SmartPLS* 3 2021 application.

Structural Model Outer Model

The following is the structure of the latent model on independent variables that have been determined, the preparation of the research model conducted is as follows:
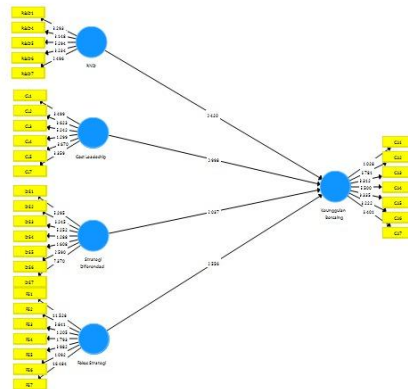
Figure 4.4 Outer Model Structural Model Image

Source: Data processed using *SmartPLS* 3 2021 application.
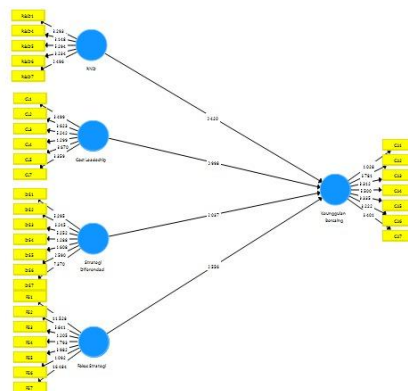
Structural Model Inner Model

Figure 4.5 Inner Model Structural Model Image

Source: Data processed using *SmartPLS* 3 2021 application.

1.   Path Analysis Model

At this stage of testing is done through bootstrapping method on *Smart PLS* version 3 Hypothesis test in this study is to look at the T-statistical value, if t-statistic < t-table hypothesis is accepted and if t-statistic > t-table hypothesis is rejected and p-value should be value < 0.05. The following is a hypothesis test:

Table 4.20 *Path Coefficiensts* Results

Hipotesis	Variabel	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
H1	R&D ≥ CA	0.092	0.086	0.218	0.420	0.675
H2	CL ≥ CA	-0.194	-0.147	0.194	0.998	0.319
H3	DS ≥ CA	0.473	0.468	0.232	2.037	0.042
H4	FS ≥ CA	0.536	0.515	0.210	2.556	0.011

Source: Data processed using *SmartPLS* 3 2021 application.

Based on table 4. 20 it can be known that of the four hypotheses proposed in this study namely H_1, H_2, H_3, H_4 only two are acceptable because it has a value of < 0.05 and two that are unacceptable because it has a value of 0.05, it can be concluded that this independent variable has a significant influence on dependent variable, below is a detailed explanation.

2.   R – *Square*

The *R-square* value of 0.75 is expressed strong, 0.50 is declared moderate, 0.2 is expressed weak r-square value in this study is as follows:

Table 4.21 *R-Square* Results

variable	R-*Square*
Competitive Advantage	0.736

Source: Data processed using *SmartPLS* 3 2021 application.

Based on the results of table 4.21 it can be known that the R-*Square* value in this study was 0.736 (73.6%). The results of this test illustrate that competitive *advantage* variables can be explained by Research *and Development, Cost Leadership, Differentiation Strategy,* and *Focus Strategy* variables of 73.6%. so it can be concluded that each independent variable has a moderate influence on dependent variables.

Discussion

Influence *Research and Development* terhadap *Competitive Advantage*

Based on the hypothetical results, the measurement based on *P-Value* with a result size of 0.675 with a standard influence level of *P-Value* ≤ 0.05 and *t-table* of 1,693 with a calculated t result of 0.420 that has no partial effect on both variables, as well as the original *sample* value of 0.092 which weighs on *the Research and Development* variable has no significant effect on *Competitive Advantage.*

This result is in line with the research [11] which states that innovation in this study as the development of a product in the organization has no significant effect on the performance of the organization as a competitive advantage for the company, *Research and Development* of rubber products will produce a negative influence due to the process that will take so long in the sale of Rubber Products PT. Fitria Jaya Lestari to increase its competitive advantage in PT problems. Fitria Jaya Lestari *Reaserch and Development* is a product development that has been given by customers in making rubber products in accordance with the Drawing *Product* that has been determined the shape, materials used, and the size that is sesuia in the previous picture, meaning PT. Fitria Jaya Lestari only makes products that are in accordance with the development by its customers, it is produced that Reaerch and Development has no influence on the competitive advantage.

The Effect of *Cost Leadership* on *Competitive Advantage*

Based on the results of the hypothesis that the measurement based on *P-Value* with a result size of 0.319 with a standard influence level of *P-Value* ≤ 0.05 and *t-table* of 1,693 with a calculated t result of 0.998 which has no partial impact in these two variables, as well as the original *sample* value of -0.194 variable *cost leadership* has a negative influence on *Competitive Advantage.*

This result is in line with the research [12] Business Performance through Competitive Advantage,meaning that the results obtained at this time, *Cost Leadership* rubber products will produce a negative influence on price competition to win the market price on rubber products because of the problem that researchers stated that PT. Fitria Jaya Lestari should be able to compete even more in terms of pricing rubber products in the manufacturing industry, cost leadership that is outperformed by PT. Fitria Jaya Lestari can only be obtained in the automotive industry, but other industries still can not afford to outperform the cost of more affordable prices from its competitors the results obtained in accordance with what is researched that *cost leadership* has no influence on competitive advantage in PT. Fitria Jaya Lestari.

Influence of *Differentiation Strategy* on *Competitive Advantage*

Based on the results of the hypothesis that the measurement is based on *P-Value* with a result size of 0.042 with a standard influence level of *P-Value* ≤ 0.05 and *t-table* of 1,693 with a calculated t result of 2.037 which has a partial impact in both of these variables, as well as the *sample's original* value of 0.473 variable *differentiation strategy* has a positive influence on *Competitive Advantage.*

This result is in line with research [13] which states that the success of the strategy depends on the ability to provide enhanced benefits tocustomers, *Differentiation Strategy* on rubber products will produce a positive influence on the increase in sales due to PT. Fitria Jaya Lestari has started to make rubber products not only from automotive manufacturing but also from the electronics industry can increase the competitive advantage of PT companies. Fitria Jaya Lestari from its competitors means that PT. Fitria Jaya Lestari in this case the manufacture of products not only the automotive industry but other industries made of rubber has been reached very well accompanied by the results of research that shows that *Differentiation Strategy* has a significant effect on the competitive advantage that exists in PT. Fitria Jaya Lestari.

The Effect of *Focus Strategy* on *Competitive Advantage*

Based on the results of the hypothesis that the measurement is based on *P-Value* with a result size of 0.011 with a standard influence level of *P-Value* ≤ 0.05 and *t-table* of 1,693 with a calculated t result of 2.556 that had a partial impact in both of these variables, as well as the *sample's original* value of 0.536 which weighs the variable Focus *Strategy* has a positive influence on Competitive *Advantage.*

This result is in line with the research [9] which concluded that the market focus strategy significantly affects the profitability of the organization, *Focus Strategy* on rubber products will determine the market in this case is the largest industry in the contribution of income of companies, one of which is maufaktur in the automotive field it is driven almost the use of vehicles a lot of using products that are rubber-based therefore Focus *Strategy* is very influential and in accordance with the circumstances in the company PT. Fitria Jaya Lestari, where the automotive industry is the largest contributor to its revenues focus on this industry will increase the competitive advantage itself which means that every company that is the automotive industry if it will produce rubber-based products then PT. Fitria Jaya Lestari is a solution in the manufacture of products that will be made according to the needs of the company it self.

V. CONCLUSION

Conclusion

This research aims to find out the strategies that make *competitive advantage* improvement in PT companies. Fitria Jaya Lestari with problems represented on variables such as research and development (Research and *Development*), cost leadership (Cost *Leadership*), differentiation strategy (*Differentiation Strategy*), focus strategy (Focus *Strategy*) and get the results concludedas follows:

1.   *Research and Development* does not have a partially significant influence on Competitive *Advantage.* It means that PT. Fitria Jaya Lestari *Reaserch and Development* is a product development that has been given by customers in making rubber products in accordance with the Drawing *Product* that has been determined the shape, materials used, and the size that is sesuia in the previous picture, meaning PT. Fitria Jaya Lestari only makes products that are in accordance with the development by its customers, it is produced that Reaerch and Development has no influence on the competitive advantage.

2.   *Cost Leadership* does not have a partially significant influence on Competitive *Advantage.* It means that PT. Fitria Jaya Lestari can only be obtained in the automotive industry, but other industries still can not afford to outperform the cost of more affordable prices from its competitors the results obtained in accordance with what is researched that *cost leadership* has no influence on competitive advantage in PT. Fitria Jaya Lestari.

3.   *Differentiation Strategy* has a partial influence on Competitive *Advantage.* It means that PT. Fitria Jaya Lestari in this case the manufacture of products not only the automotive industry but other industries made of rubber has been reached very well accompanied by the results of research that shows that *Differentiation Strategy* has a significant effect on the competitive advantage that exists in PT. Fitria Jaya Lestari.

4.   *Focus Strategy* has a partial influence on Competitive *Advantage.* It means that PT. Fitria Jaya Lestari, where the automotive industry is the largest contributor to its revenues focus on this industry will increase the competitive advantage itself which means that every company that is the automotive industry if it will produce rubber-based products then PT. Fitria Jaya Lestari is a solution in the manufacture of products that will be made according to the needs of the company itself.

Suggestion

There are several suggestions that have been done in this study:

1.   PT. Fitria Jaya Lestari must be able to maintain its strategy of difference and continue to improve it with the form of product or service quality, as well as focus on industries that have a number of advantages that are very helpful in the amount of continuity of the company's production process.

2.   PT. Fitria Jaya Lestari must be able to lead the costs in the rubber industry in order to gain a competitive advantage over its customers.

3.   Able to improve the development of its own products independently that will increase the selling value of each product to be made.

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