

## **ABSTRACT**

*This research is to know the effect of technology capability and knowledge capability toward sustainable competitive advantage. The object of research is craftsmen mendong crafts and natural fibers. This research was conducted on 86 respondents by using Quantitative Descriptive approach. Therefore, the data analysis used is Component or Variance Based Structural Equation Modeling (Partial Least Square (Smart-PLS)). The results of this study indicate that the variable technology capability has a positive-significant relationship, but for the variable knowledge capability has a tend to be positive-not significant relationship to sustainable competitive advantage. This is evidenced from the T-statistics of the two variables have a positive value that supports the hypothesis.*

*Keywords: resource based view, technology capability, knowledge capability, sustainable competitive advantage.*



## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *techonology capability* dan *knowledge capability* terhadap keunggulan bersaing berkelanjutan. Objek penelitian adalah pengrajin kerajinan mendong dan serat alam. Penelitian ini dilakukan terhadap 86 responden dengan menggunakan pendekatan Deskriptif Kuantitatif. Karena itu, analisis data yang digunakan adalah *Component atau Variance Based Structural Equation Modeling (Partial Least Square (Smart-PLS))*. Hasil penelitian ini menunjukkan bahwa variabel *technology capability* memiliki hubungan secara positif-signifikan, akan tetapi untuk variabel *knowledge capability* memiliki hubungan cenderung positif namun tidak signifikan terhadap keunggulan bersaing berkelanjutan. Hal ini dibuktikan dari hasil *T-statistik* dari kedua variabel memiliki nilai yang positif yang mendukung hipotesa.

Kata kunci: *resource based view, technology capability, knowledge capability, keunggulan bersaing berkelanjutan.*

