

**MEDIA RISET: BISNIS & MANAJEMEN**  
**Sumber Keunggulan Bersaing Bidang Produksi Operasional dan Dampaknya Pada Hasil Kinerja Perusahaan: Hasil Studi Empiris**

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**ABSTRAK**

*This study examines a model of the relationship among source of competitive advantage and performance outcomes. Production and operation competency is considered as a source of advantage. This competency is defined as the sum of the performance on some production and operation competitive items, weighted by importance and extent of responsibility. Relationship between this competency constructs with performance outcomes such as ROI and market share are analyzed.*

*The questionnaire were sent to production and operation managers. The instrument is used from Vickery et al. (1993), Ellitan (1998). Regression was used to analysis data. The result shows there are positive relationship between production and operation competency with ROI and market share.*

**Key Words:** Competitive Advantage, Production and Operation Competency, and Performance Outcomes