

## **ABSTRACT**

*On the one hand the production of biodiesel fuel used as tools for clean transportation is very useful environmental emissions, and positive impact on the condition of vehicles using machine, so the usefull of biodiesel to fuel vehicles can be upgraded and distributed through retail outlets, which in turn to achieve marketing performance. But the marketing performance of biodiesel seen from some retail outlets are relatively decreased, there are even some stations that are no longer distributes biodiesel fuel itself on the end user or industry, this competitive advantage of biodiesel fuel is still below other fuel oils. Superior instability is suppose because fuel of biodiesel producer company is less able to formulate appropriate marketing strategies for its inability to respond to changes in external and internal conditions of attraction company in the market and competitors' environmental performance. The purpose of this research is to get the discussion about the influence of market attractiveness, and competitors performance to marketing strategy and competitive advantage, and their implications for marketing performance. The method used is descriptive survey and analytical survey unit clearly is that there are gas stations in Java, the sample size 270 retail outlets. analytical methods used are SEM. Based on the analysis, it is known that less supportive of market attractiveness of biodiesel producing company in conducting business activities and performance of competitors can be anticipated by the company that produces biodiesel fuel made from crude palm oil. Biodiesel manufacturers can formulate the company's marketing strategy and be able to achieve the benefits of palm oil biodiesel fuel at competitive raw materials. Market attractiveness and the impact of competitors 'performance' in the CPO market performance biodiesel fuel strategy of raw material either simultaneously or partially. Market attractiveness and the impact of competitors 'performance' on the performance of the marketing mix strategy of CPO biodiesel fuel raw materials, either simultaneously or partially. The performance of market and marketing mix strategy have affect on the competitive advantage of biodiesel fuel raw materials, either simultaneously or partially. The performance of market strategy, the performance of marketing mix strategy, and competitive advantage have influence on the marketing performance of the fuel filling station CPO biodiesel material, either simultaneously or partially.*

*Keywords : Market attractiveness, competitors performance, marketing strategy, competitive advantage, marketing performance*