

ABSTRACT

In the form of a dissertation research study concerning to the hospital performance through variable creation of positional advantages are supported by the establishment of a competitive advantage, strategic partnerships, and unique resources, when the performance achievement of the hospitals tend not to match expectations, high operating costs, EAT that is not relevant to the revenue, ROA and ROE are fluctuation. This study was conducted at hospitals in the competitive area of Pertamedika throughout Indonesia. The unit of analysis in this study is the hospital and the management as the unit of observation, while the research method used is descriptive and verifikatif.

The test results show that there is a simultaneous influence of the unique resources of the positional advantage through strategic partnerships and competitive strategy, but was partially contained no significant effect of the competitive strategy of positional advantage. The uniqueness of the resources that interact with elements of the partnership strategy is one of the important factors to be considered in formulating a positional advantage that ultimately have implications for company performance.

Through the model findings in this study, the hospital performance improvement and positional advantage can be built through a partnership strategy that focuses on raising partnerships with various stakeholders.

Keywords: Uniqueness Resources, Partnership Strategy, Competitive Strategy, Positional Advantage and Corporate Performance