

## ABSTRACT

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### **THE COMPETITIVE ADVANTAGE OF WAROENG BABEH RESTAURANT AND THE BARRIERS THAT DIMINISH IT**

Waroeng Babeh Restaurant is an Indonesian Cuisine restaurant that is located in the city of Medan. The restaurant has run for 2 years and is currently facing the pandemic situation that affect their income. This research study will obtain some factors that are affecting the competitive advantage of Waroeng Babeh Restaurant by using case study research which involves interviews, observations, and field notes. The researcher is involving the owners, employees, and customers to gain the latent variable which is Cooking Skill, Work Experience, Strategic Position, Digital Marketing, Unique Way of Selling, Parking Lot Availability, COVID-19, Service Innovation, Cheap Price, Working Environment, Supportive Leadership, Word of Mouth (WOM), Providing Games, Fast Food Serving, Friendly Owner, and Restaurant Safety Protocols. The latent variables that are collected is conducted into a mini-model theory that gives an illustration about the competitive advantage of Waroeng Babeh Restaurant. The research can be used as guidance or references in future research done by academicians to become comparisons with other restaurants.

**Key Words:** *Restaurant, Competitive Advantage, COVID-19 Virus, Case Study*

**References:** 57 sources (1934 -2021)

