### **ACKNOWLEDGEMENT**

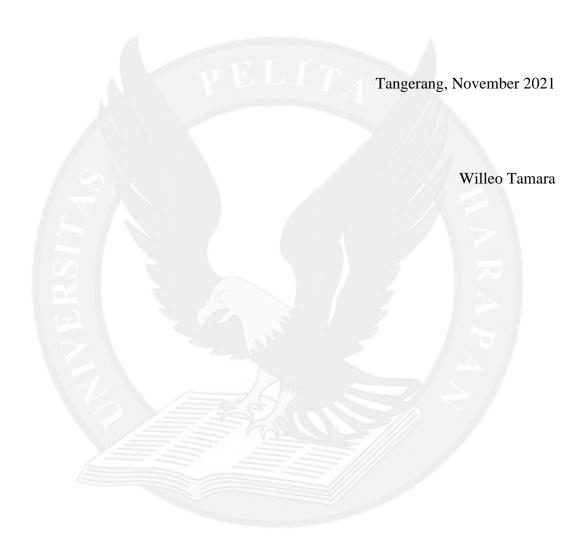
Praise to the Almighty God for His blessings and love given to finish this final project on time. This final project with the title of The Competitive Advantage of Waroeng Babeh Restaurant and The Barriers that Diminish It at Medan was done in order to fulfil the academic requirements in achieving the degree in Bachelor of Economics degree, Pelita Harapan University, Tangerang.

The writer acknowledge that it would not have been possible to write this final project without directions, guidance, supports, assistance, and prayers from many people. Thus, the writer would like to express special gratitude to all those who have contributed in the process of making this final project:

- 1. Mrs. Jacquelinda Sandra Sembel, S.Pd., S.E., M.M. as the final project advisor who has graciously provided his time to give guidance, valuable advices, support, and continous assistance to the writer in the completion of this final project and during writer's study period.
- 2. Mrs. Gracia Shinta S. Ugud, MBA., Ph.D., as Dean of the Faculty of Economics and Business at Pelita Harapan University.
- 3. Mrs. Vina Christina Nugroho, S.E., M.M. as the Head of Management Study Program.
- 4. Mrs. Chrisanty V. Layman, BA, M.Sc, as the Head of Entrepreneurship Concentration.

- 5. Mr. Dr. Jacob Donald Tan, BBA, MBA, as the Academic Counsellor of the author.
- All the lecturers of the Faculty of Economics and Business, Pelita
   Harapan University who have taught and always supported the author during class.
- 7. All staffs of the Faculty of Economics and Business, Pelita Harapan University that have been helping on the writer's administrative activities.
- 8. Author's parents and sister for their constant support, prayers, and love.
- Author's fellow classmates and friends from Business Management
   Pelita Harapan University batch 2018 for their support and help for each other.
- 10. Author's best friends, Monica Valerie, Griffin Chang, Rafella Kristanto, Rebecca Arfandi, Justin Salim, Zhi Chen, Kent Julianto, Benedict Taslim, Ayoe Felia, and all others for their constant help and supports.
- 11. All parties whose names cannot be mentioned one by one in this statement of gratitude.

In the end, the writer realizes that this final project is far from perfection. Therefore, the writer is open to any critique or comments that could help to polish up the contents of this project. Hopefully this Final Project will benefit the readers, as much as it has benefited the writer.



## TABLE OF CONTENTS

TITLE PAGE	
STATEMENT OF FINAL ASSIGNMENT AND UPI	OAD AGREEMENT
THESIS APPROVAL	
THESIS DEFENSE COMMITTEE	
ABSTRACT	
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	
LIST OF FIGURES	xii
LIST OF TABLES	xiv
LIST OF ATTACHMENTS	X
CHAPTER I INTRODUCTION	
1.1 Background of The Study	
1.2 Formulation of The Problem	6
1.3 Research Questions	e
1.4 Research Objectives	7
1.5 Research Significance	
1.5.1 Theoretical	////
1.5.2 Practical	
1.6 Research Limitations	8
1.7 Systematics Writing	9
CHAPTER II LITERATURE REVIEW	
2.1 Entrepreneurship	10
2.2 Family Business	12
2.3 Competitive Advantage	
2.4 Porter's Generic Strategies	
2.4.1 Cost Landarship	1.4

4.2 Definition	ns of Latent Variables
4.1 Introducti	ion
CHAPTER IV	RESULT AND DISCUSSIONS
3.8.1	Triangulation
_	and Reliability
3.7.2	Field Notes
3.7.2	Direct and Indirect Observations
3.7.1	Semi-Structured Interview
	ection Method
	tional Structure
3.5 Profile of	Participants
	Design
	on about Waroeng Babeh Restaurant
	Research Strategies
	Paradigm21
3.1 Introducti	ion
CHAPTER III	RESEARCH METHODOLOGY
2.6 Customer	Satisfaction
2.5.5	The Threats of Substitutes
2.5.4	The Threats of New Entrants
2.5.3	The Bargaining Power of Customers
	The Bargaining Power of Suppliers
2.5.1	Competitive Rivalry
2.5 Porter's F	Five Forces
2.4.4	Stuck in the Middle
2.4.3	Focus
2.4.2	Differentiation

	4.2.1	Cooking Skill	36
	4.2.2	Work Experience	37
	4.2.3	Strategic Position	37
	4.2.4	Digital Marketing	38
	4.2.5	Unique Way of Selling	38
	4.2.6	Parking Lot Availability	39
	4.2.7	COVID-19	39
	4.2.8	Service Innovation	40
	4.2.9	Cheap Price	40
	4.2.10	Working Environment	41
	4.2.11	Supportive Leadership	41
	4.2.12	Word of Mouth (WOM)	42
	4.2.13	Providing Games	42
	4.2.14	Fast Food Serving	42
	4.2.15	Friendly Owner	43
	4.2.16	Restaurant Safety Protocol	43
4.3 Pro	positio	n	44
	4.3.1	Proposition 1 (P1): Cooking Skill (V1) contribute Competitive Advantage (V17)	
	4.3.2	Proposition 2 (P2): Work Experience (V2) contribute Competitive Advantage (V17)	
	4.3.3	Proposition 3 (P3): Strategic Position (V3) contributes Competitive Advantage (V17)	
	4.3.4	Proposition 4 (P4): Digital Marketing (V4) contributes Competitive Advantage (V17)	
	4.3.5	Proposition 5 (P5): Unique Way of Selling (V5) contribute to Competitive Advantage (V17)	
	4.3.6	Proposition 6 (P6): Parking Lot Availability (V6) contributo Competitive Advantage (V17)	
	4.3.7	Proposition 7 (P7): COVID-19 (V7) contributes Competitive Advantage (V17)	

4.3.8	Proposition 8 (P8): Service Innovation (V8) contributes to Competitive Advantage (V17)
4.3.9	Proposition 9 (P9): Cheap Price (V9) contributes to Competitive Advantage (V17)
4.3.10	Proposition 10 (P10): Working Environment contributes to Competitive Advantage (V17)
4.3.11	Proposition 11 (P11): Supportive Leadership (V11) contributes to Competitive Advantage (V17)
4.3.12	Proposition 12 (P12): Word of Mouth (WOM) (V12) contributes to Competitive Advantage (V17)
4.3.13	Proposition 13: Providing Games (V13) contributes to Competitive Advantage (V17)
4.3.14	Proposition 14 (P14): Fast Food Serving (V14) contributes to Competitive Advantage (V17)
4.3.15	Proposition 15 (P15): Friendly Owner (V15) contributes to Competitive Advantage (V17)
4.3.16	Proposition 16 (P16): Restaurant Safety Protocols (V16) contributes to Competitive Advantage (V17)
CHAPTER V	CONCLUSIONS AND RECOMMENDATION
5.1 Research (	Credibility71
5.2 Manageria	al Implications and Recommendations
5.3 Limitation	ıs73
	for Further Research74
BIBLIOGRAPHY.	
ATTACHMENTS	

## LIST OF FIGURES

Figure 1.1 Indonesia Economy Growth	. 2
Figure 1.2 Sales Data of Waroeng Babeh	5
Figure 2.1 Porter's Generic Strategies	14
Figure 2.2 Porter's Five Forces	17
Figure 3.1 Waroeng Babeh Retaurant Breakfast Menu	24
Figure 3.2 Waroeng Babeh Restaurant Main Menu	25
Figure 3.3 Location of Waroeng Babeh	25
Figure 3.4 Research Design Framework	. 27
Figure 3.5 Organizational Structure	. 32
Figure 3.6 Triangulation Method	35
Figure 4.1 Waroeng Babeh Restaurant Social Media	49
Figure 4.2 Waroeng Babeh Restaurant Parking Lot	52
Figure 4.3 Sub Mini-Model Theory from Owner's Perspective	56
Figure 4.4 Sub Mini-Model Theory from Employee's Perspective	61
Figure 4.5 Sub Mini-Model Theory from Customer's Perspective	68
Figure 5.1 Mini-Model Theory of Waroeng Babeh Restaurant	70

# LIST OF TABLE

3.1 Profile of Participa	nts' table	30
--------------------------	------------	----



# LIST OF ATTACHMENTS

Attachment A Owner's Analytical Table	XV
Attachment B Employee's Analytical Table	XX
Attachment C Customer's Analytical Table	xxiii
Attachment D Observation and Field Notes	xxviii
Attachment E Owner's Transcript (Ms. Elita)	xxxiii
Attachment F Owner's Transcript (Ms. Monica)	xxxviii
Attachment G Employee's Transcript (Mba Rindi)	xlii
Attachment H Employee's Transcript (Mas Hendi)	xlvi
Attachment I Customer's Transcript (Mr. Riko)	xlix
Attachment J Customer's Transcript (Mr. Griffin)	lii
Attachment K Customer's Transcript (Ms. Rafella)	1vi
Attachment L List of Pictures	lxi