

ABSTRACT

ZHI CHEN (01013180044)

THE COMPETITIVE ADVANTAGE OF HANDU DURING THE COVID-19 PANDEMIC

Handu is a family business located in Yunnan Province, which mainly sells building materials. The company was established in 2015. With the outbreak of the COVID-19 pandemic, many companies have been affected. Then Handu still maintained their profits during this COVID-19 pandemic. The company still faces fierce market competition, and the company is still affected by the COVID-19 pandemic. In this study, the researcher hopes to analyze the competitive advantage of Handu during the pandemic through the collected data. Researcher will conduct case studies through in-depth interviews, direct and indirect observations, and field notes with owners, employees, and customers. The results of this study provide a mini-model theory to demonstrate Handu's competitive advantage during the COVID-19 pandemic. These latent variables include business model innovation, language problem, recruitment problem, quality control, working experience, trusting, marketing promotions, supporting leadership, communication skill, employees training, service performance, working arrangement, Word of Mouth (WOM), product quality and favorable price.

Keywords: *family business, Chinese business, retail, competitive advantage, case study*

Reference: 42 (1978-2021).

ABSTRAK

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KEUNGGULAN KOMPETITIF HANDU SELAMA PANDEMI COVID-19

Handu adalah bisnis keluarga yang berlokasi di Provinsi Yunnan, yang terutama menjual bahan bangunan. Perusahaan ini berdiri pada tahun 2015. Dengan merebaknya pandemi COVID-19, banyak perusahaan yang terkena dampaknya. Kemudian Handu tetap mempertahankan keuntungannya di masa pandemi COVID-19 ini. Perusahaan masih menghadapi persaingan pasar yang ketat, dan perusahaan masih terkena dampak pandemi COVID-19. Dalam penelitian ini, peneliti berharap dapat menganalisis keunggulan kompetitif Handu selama pandemi melalui data yang terkumpul. Peneliti akan melakukan studi kasus melalui wawancara mendalam, observasi langsung dan tidak langsung, dan catatan lapangan dengan pemilik, karyawan, dan pelanggan. Hasil penelitian ini memberikan teori model mini untuk menunjukkan keunggulan kompetitif Handu selama pandemi COVID-19. Variabel laten tersebut antara lain inovasi model bisnis, masalah bahasa, masalah rekrutmen, kontrol kualitas, pengalaman kerja, kepercayaan, promosi pemasaran, kepemimpinan pendukung, keterampilan komunikasi, pelatihan karyawan, kinerja layanan, pengaturan kerja, Word of Mouth (WOM), kualitas produk dan harga yang menguntungkan.

Kata kunci: *bisnis keluarga, bisnis Cina, ritel, keunggulan bersaing, studi kasus*

Referensi: 42 (1978-2021).