

## **ABSTRACT**

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### **THE COMPETITIVE ADVANTAGE OF PT. PERINTIS HARDAMANDIRI DURING PANDEMIC COVID-19**

PT. Perintis Hardamandiri is an industrial supplier business that distribute most of their products to state-owned enterprises in Palembang, South Sumatera. This Chinese family business has been operational for 30 years and during the pandemic, even though the trading industry has decreased significantly, this company can still survive and even perform profitably. The company is currently still facing the tight competition in the market especially during COVID-19 pandemic. In this study, the researcher investigated factors that contribute to PT. Perintis Hardamandiri's competitive advantage during the pandemic by using single instrumental case study research that involve interviews, observations, and field notes by approaching 2 owners, 4 employees, and 4 customers for this study. The emerge latent variables such as Customer's Budgeting System, Hardwork, Integrity, Product Knowledge, Problem Solving, Competitive Price, Operating Expenditures, Employees' Performance, Adequate Income, Owner-Employees Relationship, Complince to Health Protocol, Product Precision, Fast Communication Response, Certified Quality were constructed in a mini-model theory that could guide the family business to enhancing its competitive advantage during the pandemic.

*Keywords: family business, Chinese business, competitive advantage, case study, COVID-19*