

## ABSTRACT

### COMPETITIVE ADVANTAGE IN THE TEXTILE INDUSTRY IN INDONESIA : PT.PATRA JAYA TEXINDO

The size of Indonesia's textile industry accounts for such that the manufacture of textiles in Indonesia had drastically increased by 21 trillion Indonesian rupiah in comparison to 2021 statistics: Established in 1998, 'PT. Patra Jaya Texindo' is an innovative family-run business in the textile industry of Indonesia as a textile trading company. Originating as a modest enterprise, the firm has grown over the years to become a recognized textile trading company. However, given the intense competition within Indonesia's textile industry PT. Patra Jaya Texindo is still able to compete in a saturated market. Data in this study will be collected through a direct informational source from the owner, providing perspectives of the firm's visions, strategies, and evolution, as well as employees that offer insights to day-to-day operations and the company's culture. Furthermore, feedback from consumers who can understand the firm's market reputation, product quality and service standards. The strategic factors of competitive advantage such as Personalized Quality Service Trustworthy Reputation, Mutual Benefit Supplier Relationship, Commitment and Resilience, Enterprising mindset ,Consistent Product quality Owner's Involvement in the Field, Family Oriented Employee Relationship This research can be a guideline for practitioners and other companies for understanding and overcoming the implications of competitive advantage in the textile industry in Indonesia.

**Keywords** : Family Business, Textile Industry, Competitive Advantage, Case Study