Yanto Sutano. Strategy of Competitiveness Improvement at PT. YSS. Supervised by Arief Daryanto and Aviliani.

PT.YSS is one partner PT. Astra Otoparts, tbk which uses the brand Shop & Drive. PT. YSS buy a franchise Shop & Drive and has officially become one of the partners. Shop & Drive successfully execute their business processes in the industry of fast moving spare parts. However, in sales of PT. YSS experienced fluctuate with the graph tends to decline. PT.YSS believe that competition in the spare parts business is the cause of the decline in sales. Therefore we need the company's competitiveness strategy embodied in the provision of the perceived value of the service / service rendered and other physical evidence that the customer is satisfied and be loyal to the company. The aim of this study was Assessing internal and external PT. YSS, Analyze priority factors of internal and external analysis of PT. YSS, and to formulate strategies that can be implemented to improve the competitiveness of PT. YSS industry fast moving automotive parts.

The method is performed by using strategic analysis of external factors that consists of political, economic, social / cultural, technological, and environmental. Strategic analysis of external factors also include an analysis of competitiveness is seen from Porter's five force. Strategic factor analysis utilizing SWOT analysis, IFE and EFE, and TOWS matrix, whereas for determining the strategic priorities of researchers using the AHP. Based on the results of the research identifying internal factors, the main strength of the company is the resulting battery products have export quality as well as the products offered have a warranty shop, while the weakness of the company is less well executed promotion. The main opportunities for the company is the demand of the female consumer is very high as well as The increasing number of motor vehicles in Bogor and its surroundings, while the threat of the company is a supplier of goods to the Order is often delayed and very limited.

There are eight alternative chosen strategy for the development and improvement of enterprise competitiveness. 1) The use of technology to increase customer service, 2) Improvement of services and special facilities for women in the shop & drive, 3) Increased promotional events in the sale of battery warranty and the cycle repeated, 4) use e-commerce to increase the marketing and cost efficiency, 5 ) Declares Green environment for the company, 6) Addition of a new system that is one-stop shopping, 7) Maximize the performance of human resources by providing training related to marketing system, 8) Creating a product from the company itself.

Based on the results of the strategy obtained from this study, researchers give priority alternatives that can be used within the company and is listed in the managerial implications of this research. Priority strategies do companies among others: companies can use the strategy 1) maximizing the performance of human resources by providing training related to the marketing system as a strategic priority, then 2) Increased promotional events in the sale of battery warranty and the cycle repeated, 3) Improved services and special facilities for women in the
4) The use of technology to increase customer service, 5) Using e-commerce to increase the marketing and cost efficiency, 6) the addition of a new system that is one-stop shopping, 7) Creating a product from the company itself, and 8) Declares green environment.

Keywords: AHP, competitiveness, EFE and IFE, Matrix TOWS, Shop & Drive.