

ABSTRACT

The bussiness Unit Pos Express is one of business portofolio which possessed by PT Pos Indonesia in express courier. Mission is delivering document, goods, and service which involved quick, accurate, and traceable supported by information technology and professional human resource so can give maximum satisfication to customer. Pos Express gives maximum satisfication to customer to win competition. However, degree of consumen satisfication should be compared with competitor with variabel from importance degree of consumen for choosing express service.

Creating competitive advantage will be done with qualitative and quantitative analysis. Qualitative analysis are analyzing external and internal environment. Analyzing of external environment consist of three parts. They are macro environment, industry environment, and market environment. Macro environment consist of politic, economic, social, and technology factor which have relation with express service. Industry envirotnment consist of new arrival force, supplier power, consumen bargaining power, competiton intensity, and substitution force. In the other, analyzing of market environment for knowing competitor and consumen. Internal analyzing for knowing resources, capability, and competency of Pos Express. The result of analyzing external and internal environment are strength, weakness, opportunity, and threat for SWOT analysis. Quantitative analysis is measuring satisfication of consumen which is used for arranging Consumen Value Map and Consumen. Account of degree of effectiveness and efficiency, before that is rating with expert, Branch Manager Pos Express, is used arrange Produsen Matrix. In this research, qualitative analysis is becoming priority and qualitative analysis as supporting qualitative analysis.

The result of qualitatative and quantitative analysis are increasing consumen satisfication. From five importance degree of choosing express service, Pos Express has low performance in customer service and guarantee service. In competitive advantage, Pos Express is lower in brand image than PT CV Tiki.

The result of processing data and analysis that is done so decided competitive strategy planning. With competitive strategy planning is expected increasing Pos Express market share and winning competition.