

## **ABSTRACT**

*Company performance describes the extent to which a company has achieved success by relating it to financial performance in the company. Financial performance is measured to see the company's performance experiencing growth or not experiencing growth. The basis for making a decision is seen by measuring the company's financial performance. This study aims to determine the effect of Differentiation Competitive Strategy, Cost Leadership Strategy and Focus Strategy on Company Performance either simultaneously or partially. The population and data sources in this study focus on the sub-sector company retail which is one of the sectors classified as trade, services and investment. The population in this study is the financial statements of the sub-sector companies retail listed on the Indonesia Stock Exchange (BEI) during 2017-2019 totalling 27 companies. The research method used is descriptive statistics and panel data regression analysis using the E-VIEWS software. Based on the descriptive statistical results of the NPM and Cost Leadership variable data, it tends to be not in groups, while the differentiation and focus variable data tends to be in groups. The results showed that the variables differentiation, cost leadership, and focus simultaneously had a significant effect on NPM with a profitability value of 0.002232. The differentiation variable partially has a positive effect on NPM with a profitability value of 0.0030, while the Cost Leadership and Focus variables do not have a significant effect on the NPM of sub-sector companies retail listed on the Indonesia Stock Exchange (BEI) in 2017-2019.*

**Keywords:** *Company Performance, Cost Leadership Strategy, Differentiation Strategy, Focus Strategy.*