

**THE ANALYSIS OF COMMERCE CAPABILITY STRATEGY  
TOWARDS AIRLINE COMPETITIVE ADVANTAGE:  
A CASE STUDY OF PT. GARUDA INDONESIA (PERSERO) TBK.**

By

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BACHELOR'S DEGREE  
in

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge. It contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgment is made in the thesis

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## ABSTRACT

ANALYSIS OF COMMERCE CAPABILITY TOWARDS AIRLINE  
COMPETITIVE ADVANTAGE. A CASE STUDY OF PT. GARUDA INDONESIA.  
TBK, SOEKARNO- HATTA AIRPORT, DKI JAKARTA

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As the Indonesian airline industry is growing, Garuda Indonesia is facing a commerce challenge to compete with the major competitors. Therefore, it is necessary to study the current issue regarding the capabilities of airline commerce. This research aims to study the impact of commerce capability towards Garuda's competitive advantage. A linear regression model was used in this research for quantitative method in order to identify the relationship between the commerce capability and airline competitive advantage of Garuda Indonesia. Triangulation was used in this research to strengthen quantitative data based on in-depth interview for qualitative method. It was revealed that there is significant relationship between commerce capability towards airline competitive advantage of Garuda Indonesia. In addition, it is also revealed that ticket sales offline have the highest influence compared to other indicators towards commerce capability. It is recommended for Garuda Indonesia to evaluate their commerce capability strategy for Garuda Indonesia, as well as maintain their service quality. Further research should examine the service quality and group synergy towards airline competitive advantage.

*Keywords: Commerce Capability, Airline Competitive Advantage, Airline, Garuda Indonesia.*



## **DEDICATION**

I dedicate this thesis to my dearest: Father, Mother, and the future of Garuda Indonesia.



## ACKNOWLEDGMENTS

Jesus Christ

Dr. Nila Krisnawati Hidayat, SE., MM.

Father, and Mother

Adidharma Ekaputra Kesuma

Callista Pranylia

Carlo Clanchy Wibowo



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