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The Effect of Intellectual Capital on Competitive Advantage and Company Performance as a Moderating Variable

The global Covid-19 pandemic is a big challenge for mining companies in 2020. So far, the demand for tin mining products has fallen quite sharply amid world fluctuations that continue to fluctuate. As developing countries struggle to survive and prosper, new standards are being set and companies around the world are increasingly competing for higher records. Mining companies must continuously increase their competitive advantage and efficiency through the best use of their resources, both tangible and intangible. The purpose of this research is to analyze the effect of credit institutions on competitive advantage variables and to regulate financial performance. Quantitative research methods using multiple regression. Usage data is secondary data in the form of financial reports and publication reports for 2020-2021. The result of the research is IC has no effect on the Company's Competitive Advantage. ROA significant negative effect, which means that increasing the company's ROA does not increase the company's advantage, and ROA does not strengthen the moderating influence of IC on Competitive Advantage.

Keywords: Intellectual Capital, Competitive Advantage, Company Performance.

Klasifikasi JEL: L1, P1, P5

INTRODUCTION

Every business entity needs to find the competitive advantage they have, because it is one aspect of business management that makes customers choose the company's products over those of its competitors (Fahriyah & Yoseph, 2020). By understanding and promoting their advantages, companies can win competition in an increasingly fierce market (Saputra et al., 2023a). To

gain and maintain competitive advantage, a company must be able to demonstrate greater quality than its competitors (Nik Abdullah, 2020). For example, if a company has a product at a lower price than its competitors, the company has a competitive advantage (Nuryanto et al., 2020). The same applies if their product offers unique features that other products don't have (Petzer et al., 2008).

A competitive advantage is a set of unique features of a company and its products that an audience perceives as significant (Gürlek & Tuna, 2018). This aspect of business is one of the biggest

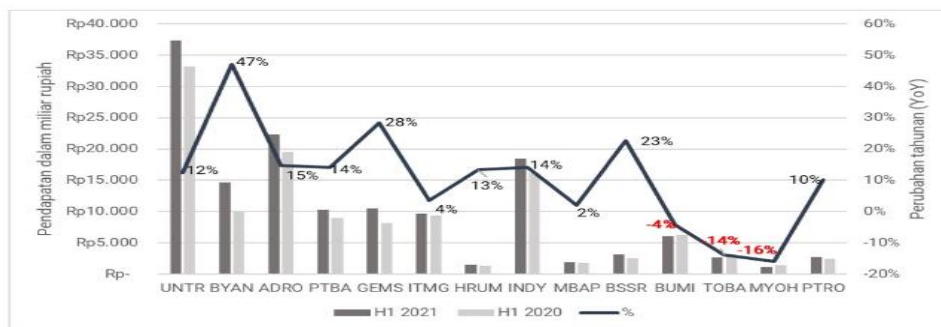
reasons behind brand loyalty and why customers usually prefer one product over another (Saputra et al., 2023b). Competitive advantage can increase customer loyalty to the company's products. Increasingly tight business competition requires companies to have their own competitive advantages (Zameer et al., 2020). Many consider competitive advantage to be a weapon used by managers in the hope of making the company win over its competitors (Ge et al., 2018). The most important thing in business competition is not to destroy competitors but to attract consumers to buy products so that they can increase profits (Cantele & Zardini, 2018). Competitive advantage is achieved by companies operating at lower costs (cost efficiency) or controlling higher prices (product differentiation) or a combination of both. So a competitive strategy is needed that produces superior performance that can be maintained (Horng et al., 2022). The strategy must aim to change prices or costs according to the company's interests. Intense competition also requires companies to be more creative

in creating products (Bianco et al., 2023). So that in the 21st century the creative economy began to develop (Choiriah & Sudiby, 2020). The creative economy is run by utilizing developments in science and human creative ideas to create products (Pramono & Barinta, 2021).

The global Covid-19 pandemic is a big challenge for mining companies in 2020. Until now, the demand for tin mining products has decreased significantly due to changes in the world (Saputra, 2021). As developing countries struggle to survive and prosper, new standards are being set and companies around the world are increasingly competing for higher records (Sara et al., 2020). With the development of the global economy, today's challenges are becoming increasingly complex. Kartika and Utami (2019) state that companies going public can always provide financial performance information as a signal to potential investors, with the selection of the right investment can help increase firm value. New problems arise, things grow, old ones are overshadowed and companies must take actions that can

create a competitive advantage in the face of global challenges (Banani & Sunarko, 2022). Under these circumstances, companies must develop

strategies to curb expansion and focus on ongoing business. The phenomenon of the rise and fall of mining profits based on company revenue is as follows:



Pendapatan emiten tambang (sumber: Laporan Keuangan Perusahaan)

Figure 1. Mining Revenue Fluctuations

Figure 1. the increase and decrease in revenue and profit and loss of the mining business, especially during the Covid pandemic. The decline in both revenue and profit and loss in the mining sector mentioned above shows that production results and business activities have not met expectations and the company's ability to create competitive advantage is still weak (Zhuang et al., 2022).

According to (Fama & Jensen, 1983), sustainable corporate performance is influenced by board performance. In view of the declining condition of the company's revenue and profits, in order to continue to maintain the company's competitive advantage, the company's performance needs to be continuously improved.

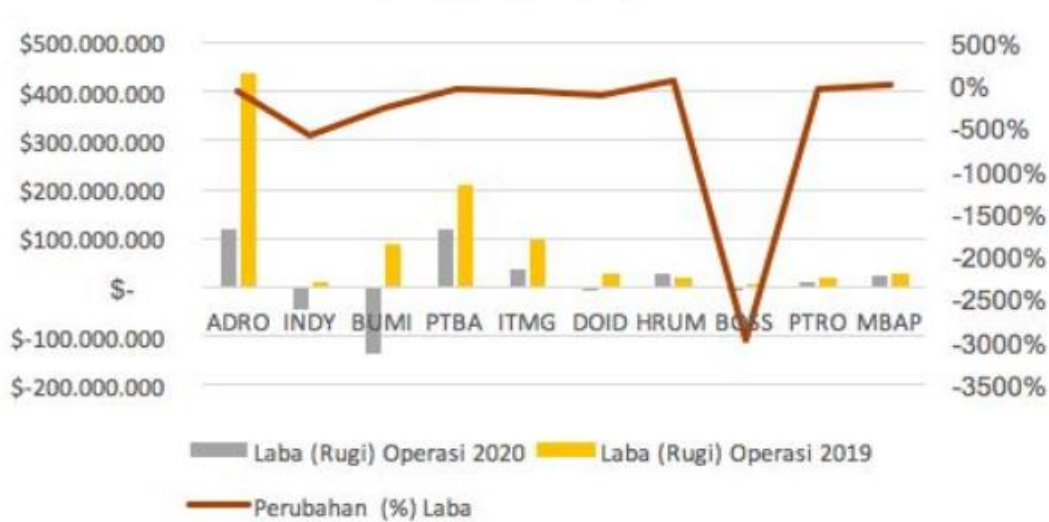


Figure 2. Mining Company Profit and Loss

Figure 2. shows the increase and decrease in the profit and loss of the mining business, especially during the Covid pandemic. Meanwhile, technological developments and faster access to information have forced companies to improve their performance in order to win the competition (Muwardi et al., 2020). Reinforced by the increasingly fierce business competition forcing companies to change their business strategy to survive (Pavlatos & Kostakis, 2018). In fact, many companies still emphasize the use of tangible assets.

In fact, in a rapidly changing business environment, companies must optimize intangible assets more (Libyanita and Wahidahwati, 2016), which are important to consider in business. In the knowledge era, knowledge capital is a means of realizing intangible assets and also a determinant of company financial performance (Serenko & Bontis, 2013).

Intellectual capital is useful as a key factor that can increase human resources, business capacity, create economic success, good value for business, and good financial performance to be able to

maintain its competitive position. Sawarjuwono and Kadir (2003) explained that CI is a combination of key organizational factors related to knowledge and technology. Companies need to shift from prioritizing physical capital based on labor (labor-based businesses) to becoming credit institutions as a characteristic of companies that are able to create competitive advantages. Andiani & Prasetyo (2016) concluded from the results of their research that intellectual capital has a positive and significant effect on competitive advantage. Chandra & Agnes (2021) argue that CI has a significant positive impact on company performance. Further research by Demir (2017) concluded that human resources have a positive impact on company excellence where skill, loyalty, and employee networks are required. The novelty of this research is to use company performance variables as a moderator, so this research model will certainly be different from previous research models. The selection of competitive advantage variables is explained by the fact that companies in

the mining sector in the pre- and post-Covid periods have significantly reduced, so it is necessary to strengthen their competitive advantage to be able to compete by increasing their competitive advantage.

LITERATURE REVIEW

Theory Stakeholders

Stakeholder theory is a theory that assumes that every individual or group can influence or be affected by the achievement of organizational goals (Freeman, 1984). According to stakeholder theory, a company has stakeholders which include shareholders, employees, customers, suppliers, creditors, government and society (Ousama et al., 2020). This theory must be studied from both fields, for both ethical and administrative reasons (Adinezhadeh et al., 2018). Ethics requires that all stakeholders have the right to be treated fairly by organizations and managers (Iredele et al., 2017). The purpose of this theory is to help business leaders understand environmental conditions and relationships around stakeholders and better and optimal

management, which basically helps business leaders increase the effectiveness and value of stakeholder activities and reduce the impact of stakeholder activities, risk of losing stakeholders (Ulum, 2017). Stakeholders' trust in the company is an added value for the company (Silva et al., 2019). The main goal of stakeholder theory is to help management increase value creation and competitive advantage as a result of doing business and minimize potential losses for stakeholders (Gupta et al., 2018).

A Financial performance

Conducting financial performance analysis is very important, because it is very useful for anyone (Muttaqin & Dharmayanti, 2017). According to Kasmir (2018) Financial performance is a way to see whether a company or another has carried out its operational activities properly and correctly according to applicable regulations. Financial performance can be measured using ratio analysis, to see relationships as well as being the basis for comparison which shows conditions or trends that

cannot be detected when only looking at the components of the ratio itself (Mia & Patiar, 2001). The Return on Assets (ROA) ratio focuses on the company's ability to obtain earnings from the company's operational activities by utilizing its assets, both tangible and intangible (Turner et al., 2017). The greater the ROA, the greater the level of profit achieved by the company. To measure banking performance using the ratio of Return on Assets (ROA) (Pavlatos & Kostakis, 2018).

Financial performance looks at the financial reports held by the company concerned and is reflected in the information obtained from the financial position report, comprehensive income, change in equity report, cash flow report and notes to financial reports (Juniariani & Saputra, 2020). The company's financial performance is one of the bases for assessing the company's financial condition which is carried out based on analysis of the company's financial ratios (Alipour, 2012; Schaltegger et al., 2019). The conclusion is that financial performance is the company's

achievements in a period that describes the company's financial condition with indicators of capital adequacy, liquidity and profitability (Alvarez-Ferrer et al., 2018; Izzalqurny et al., 2019).

Competitive advantage

Competitive advantage is a state in which the organization holds a special position where competitors cannot imitate its winning strategy, and the organization gains a lasting and sustainable advantage (Chang, 2011). According to Barney (1991), a company's competitive advantage is defined as a situation where competitors cannot reproduce the competitive strategy adopted by the company. Ansoff and McDonnell (1990) define competitive advantage as a quality that a company has in a particular product or market, and that quality can put the company in a better position in its market competition. Laut (Isa & Deviana, 2018) explains that competitive advantage or competitive advantage is the ability of a company to formulate and implement strategies in a more advantageous position relative to its competitors to

maximize company profits (Hidayatullah et al., 2019). Therefore, in this study, Asset Utilization Efficiency (AUE) is used as an indicator for measuring competitive advantage (Singh & Agarwal, 2002) with the formula Total Revenue divided by total assets. Increasingly tight business competition requires companies to have their own competitive advantages. Many consider competitive advantage to be a weapon used by managers in the hope of making the company win over its competitors. The most important thing in business competition is not to destroy competitors but to attract consumers to buy products so that they can increase profits. Competitive advantage is achieved by companies operating at lower costs (cost efficiency) or controlling higher prices (product differentiation) or a combination of both. So a competitive strategy is needed that produces superior performance that can be maintained.

Intellectual Capital

Bontis (1998) argues that intellectual capital is exclusive, but when used

optimally it opens gaps for companies to compete. Intellectual capital can be described as non-physical assets, in the form of information and knowledge that is owned by the company and can be obtained higher than its competitors through increased profits or stability of business processes (Ellanyndra, 2011). Intellectual capital is defined as a set of all skills and knowledge that helps companies achieve and maintain a sustainable competitive advantage (Wang, Wang, & Liang, 2014). Intellectual capital is a resource aimed at improving performance (Zéghal & Maaloul, 2010), the more widely disseminated information about intellectual capital in company reports should be a source of competitive advantage and thus improve company performance. Intellectual Capital is one of the pillars in preparing Integrated Reporting (Haldorai et al., 2022; Mukherjee & Sen, 2019). The definition of Intellectual Capital itself is intangible assets in the form of information and knowledge resources which function to increase competitive capabilities and

improve company performance (Hutahayan, 2020).

Based on the description above, it can be concluded that intellectual capital is a combination of several non-physical assets of a company which, if utilized optimally, can generate profits or profits (Demartini & Beretta, 2020). Intellectual capital consists of three components: human capital based on human resources, structural capital depending on the organization, and fixed capital based on the coordination of the relationship between the company and the environment (Jardon & Dasilva, 2017). IC was measured using the VAIC formula for accumulated values from VACA, VAHU, and STVA. Human capital is a component of intellectual capital. This is the source of innovation and improvement, but it is a component that is difficult to measure (Haldorai et al., 2022). Human capital is also a source of very useful knowledge, skills and compensation in an organization or company (Muwardi et al., 2020). Human capital reflects a company's collective ability to produce the best solutions

based on the knowledge possessed by the people in the company (Xu & Wang, 2018). Human Capital will increase if the company is able to use the knowledge possessed by its employees (Foster et al., 2022). Provides several basic characteristics that can be measured in this capital, namely training programs, credentials, experience, competence, recruitment, mentoring, learning programs, individual potential and personality (Temouri et al., 2021).

Customer Capital, this element is a component of intellectual capital that provides real value (Chowdhury et al., 2018). Rational capital is a harmonious relationship that a company has with its partners, whether they come from reliable and quality suppliers, from the company's relationship with the government and with the surrounding community (Hapsari et al., 2021; Xu & Wang, 2018). Relationship capital can emerge from various parts outside the company's environment that can add value to the company (Ali et al., 2020). Structural capital is the ability of an organization or company to fulfill the

company's routine processes and structure that supports employee efforts to produce optimal intellectual performance and overall business performance, for example: company operational systems, production processes, organizational culture, management philosophy and all forms of intellectual property. owned by the company (Dang & Wang, 2022; Foster et al., 2022). An individual can have a high level of intellect, but if the organization has poor systems and procedures then intellectual capital cannot achieve optimal performance and potential is not utilized optimally (Alves et al., 2021; Setyawati et al., 2019).

1. Effect of IC on Competitive Advantage

Chen (2008) in his study explored and concluded that there is an influence of intellectual capital on the company's competitive advantage. Continuous changes in the market will increase industry competition. For this reason, companies must strive to improve their image, productivity and reputation. Meanwhile (Obeidat et al., 2021) This

study identifies types of innovation (incremental and radical innovation) and finds that intellectual capital has a significant effect on achieving competitive advantage. Altarawneh, (2017) four aspects of intellectual capital which include human capital, structural capital, relational capital, and spiritual capital shows a significant positive effect on competitive advantage.

2. Effect of Company Performance on Competitive Advantage

The objectives of measuring company financial performance are: 1). Know the level of liquidity. Liquidity shows a company's ability to fulfill financial obligations that must be settled immediately when they are billed. 2). Knowing the level of solvency. Solvency shows the company's ability to fulfill its financial obligations if the company is liquidated, both short-term and long-term financial. 3). Knowing the level of profitability. Profitability or what is often called profitability shows the company's ability to generate profits during a certain period. 4). Know the level of stability. Stability shows the company's

ability to carry out its business stably, which is measured by considering the company's ability to pay its debts and pay interest charges on its debts on time. Studies conducted by (Kasasbeh, Harada, & Noor, 2017) Competitive advantage can be conceptualized with financial and/or non-financial dimensions that can be measured and tested in future empirical studies for model fit. In his research concluded the quality of management or company performance affects competitive advantage. Ma, Hao (2000) concluded that superior company performance is a company's competitive advantage. Mohamed & Basar (2023) Good company performance by implementing management strategies increases competitive advantage.

3. The effect of IC on Competitive Advantage moderated by Company Performance.

According to Patrisia et.al (2022) intellectual capital has a positive and significant effect on competitive advantage, and competitive advantage has a positive and significant effect on

business performance. Fitriani et.al (2022) concluded that intellectual capital affects company performance. From the results of this study it can be concluded

that Intellectual Capital influences Competitive Advantage where Company Performance strengthens its influence or moderates its influence.

Figure Framework in this study as follows:

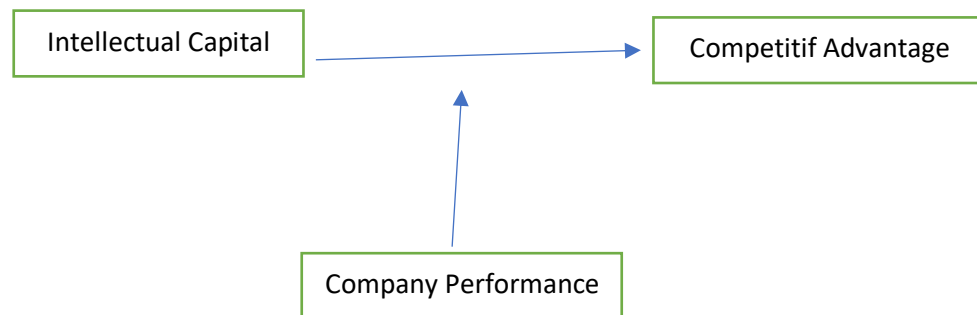


Figure 3. Research Framework

METHODS

This study uses descriptive quantitative and causal explanatory methods that examine one or more variables that cause changes in other variables or not (Sekaran & Bougie, 2016). The design in this study starts from a problem in the form of a phenomenon and then formulates the problem from the phenomenon that occurs. To obtain research results that are in accordance with the objectives and representative of the circumstances to be concluded, this

research is a case study research on 34 mining companies during 2019-2021. Thus the population of this study are all Mining Companies listed on the IDX. The data collection technique used in this study was library research using secondary data obtained from the IDX. Secondary data is in the form of financial reports for 2 years, namely 2020-2021, the year of observation is taken according to the conditions during the Covid pandemic which greatly affected the company's performance. Testing the

research instrument was carried out using multiple linear regression tests with the SPSS test tool with the stages of Descriptive Statistics test, Classical Assumption Test, Determination

Coefficient Test and Hypothesis Test (F test and T test).

RESULTS AND DISCUSSION

Descriptive Statistical Test

Table 1. Stats. Descriptive

	N	Minimum	Maximum	Mean	Std Deviaation
AUE	53	.00	6.94	,5617	.23458
ROA	53	-5.62	9.79	1.0092	2.743
VAIC	53	-0.1	372963.19	7269.904	51201.377
Valid N (listwise)					

Descriptive statistical tests provide an overview or description of a data seen from the average value (mean), standard deviation, maximum and minimum of a data. (Ghozali, 2016:19). Based on the table above shows the following results:

a) Competitive Advantage shows a minimum value of minus 0.003% (PT. Krakatau Steel (Persero) Tbk and a maximum value of 694% (PT. Alakasa Industrindo Tbk) meaning that the minimum value for energy & mining companies shows that competitive advantage as measured by total income divided by total assets, the income earned is very small. This could be due to abnormal conditions (covid19) companies

experiencing difficulties in marketing their products but vice versa for companies that show maximum superiority values.

b) ROA shows a minimum value of minus -562% (PT. Lionmesh Prima Tbk) and a maximum value of 979% (PT. Mitra Investindo Tbk) meaning that the minimum value for energy & mining companies indicates that ROA is measured by total profit divided by total assets, showing very little profit. This could be due to abnormal conditions (covid19) companies experiencing difficulties in marketing their products so that profits are minus or loss, but vice versa for

companies that show maximum ROA values.

- c) VAIC/IC shows a minimum value of minus -0.01175% (PT. Gunung Raja Paksi Tbk) and a maximum value of 372963.2% (PT. Energi Mega Persada Tbk) meaning that the minimum

value for energy & mining companies shows that intellectual capital as measured by the amount of HCE, CEE and SCE obtained is very small. Max IC.

Coefficient Determination Test

Adjusted R-Square Model 1

Table 2. R-Square Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,379 ^a	,143	,109	,22143

a. Predictors: (Constan), ROA, VAIC

Based on table 2 above, it can be seen that the R Square value is 0.143. This means that the independent variables ROA and

VAIC can explain the dependent variable Competitive Advantage (Y) of 8.9%, while the rest is explained by other factors not examined.

Adjusted R-Square Model 2

Tabel 3. R-Square Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,385 ^a	,148	,096	,22307

a. Predictors: (Constan), ROA, VAIC

Based on the table above, it can be seen that the R Square value is 0.148.

This can be interpreted that the

independent variable ROA strengthens (moderates) the effect of VAIC on Competitive Advantage.

Tabel 4. F Test

Anova^a

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	,410	2	,205	4,181	,021 ^b
	Residual	2,452	50	,049		
	Total	2,862	52			

a. Dependent Variable: AUE

b. Predictors: (Constan), ROA, VAIC

The results of the F test in this study showed a sig value of 0.021 with a significance number (P value) where the value was <0.05. So it can be concluded that the f test above has a

high level of model feasibility, namely the variables used are able to explain the phenomenon being analyzed, so that it can be continued for the t test.

Tabel 5. F Test

Anova^a

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	,423	3	,141	2,835	,048 ^b
	Residual	2,438	49	,050		
	Total	2,862	52			

c. Dependent Variable: AUE

d. Predictors: (Constan), ROA, VAIC

T Test

Tabel 6. T Test

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constan)	,597	,033		18,200	,000
	VAIC	-5,681E-7	,000	-,124	-,946	,349
	ROA	-,031	,012	-,363	-2,773	,008

a. Dependet Variable: AUE

Based on the t-test table above, it can be seen whether the hypothesis is accepted or rejected so that it can be

concluded whether the independent variables have a significant influence on the dependent variable or not.

The t test with a significance level of 5% ($\alpha=0.05$) shows the results of the ROA variable of 0.008 (<0.05) which means it has an effect on competitive advantage, while the VAIC variable

with a value of 0.349 (> 0.05) means statistically that there is no effect of the VAIC variable on the Competitive Advantage variable.

MRA Test

**Tabel 7. MRA Test
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constan)	,549	,033		17,752	,000
	VAIC	-3,829E-7	,000	,084	,197	,844
	ROA	-,028	,012	-,333	-2,295	,026
	ROA_VAIC	-7,277E-6	,000	-,219	-,516	,608

a. Dependent Variable: AUE

The test for the MRA test which explains the moderating effect in the table above shows a significance value of 0.608 (> 0.05) meaning that the ROA variable does not moderate the effect of VAIC on competitive advantage (AUE).

Effect of IC on Competitive Advantage

Based on the results of the t test on the results of the data processing above, it is concluded that there is no IC effect on the Company's

Competitive Advantage. This research is not in line with and supports the results of Chen's (2008) study in which his study concluded that there is an influence of intellectual capital on a company's competitive advantage. The occurrence of continuous changes in the market will increase industrial competition, for this reason companies must strive to improve their image, productivity and reputation through increasing their intangible capital, namely IC.

Similar to the conclusion (Obeidat et al., 2021) identifying types of innovation (incremental and radical innovation) and finding that intellectual capital has a significant effect on achieving competitive advantage. Likewise Altarawneh, (2017) four aspects of intellectual capital which include human capital, structural capital, relational capital, and spiritual capital show a significant positive influence on competitive advantage. This is because the conditions at the time the research was carried out were abnormal circumstances (covid 19) so that IC capital owned was not able to increase competitive advantage. According to this study, the first type of competitive advantage that companies can exploit is cost leadership. This term is used when a company is able to utilize skilled labor, cheap raw materials, and efficient operations to create maximum value for customers.

Effect of Company Performance on Competitive Advantage

Based on the results of the t test on the results of the data processing above, it concludes that there is a significant negative effect, which means that increasing company ROA does not increase company excellence. The quality of management or company performance affects competitive advantage as the research results of Ma, Hao (2010) concluded that superior company performance is a company's competitive advantage. The objectives of measuring company financial performance are: 1). Know the level of liquidity. Liquidity shows a company's ability to fulfill financial obligations that must be settled immediately when they are billed. 2). Knowing the level of solvency. Solvency shows the company's ability to fulfill its financial obligations if the company is liquidated, both short-term and long-term financial. 3). Knowing the level of profitability. Profitability or

what is often called profitability shows the company's ability to generate profits during a certain period. 4). Know the level of stability. Stability shows the company's ability to carry out its business stably, which is measured by considering the company's ability to pay its debts and pay interest charges on its debts on time. Likewise with Mohamed & Basar (2023) Good company performance by implementing management strategies increases competitive advantage. However, in this study it has a significant negative effect, which means that increasing ROA does not directly increase Competitive Advantage due to the company's internal and external factors in 2020 (abnormal conditions due to Covid 19). The next type of competitive advantage that can be used by corporate businesses based on the results of this research is differentiation. Generally, companies that use this strategy will have products or services that can be easily differentiated from their

competitors, according to the saying Saputra et al. (2023). This strategy can be done by providing high quality products or services to customers or by product innovations that have never been launched previously. If companies successfully implement a differentiation strategy, they can set premium prices for their products or services.

The effect of IC on Competitive Advantage moderated by Company Performance.

The results of the moderation test on the data processing above conclude that the ROA variable does not strengthen the effect of IC on Competitive Advantage, meaning that Competitive Advantage does not only depend on ROA but there are other factors both internal to the company and external to the company that will be able to increase the company's competitive advantage. According to Patrisia et.al (2022) intellectual capital has a positive and significant effect on competitive

advantage, and competitive advantage has a positive and significant effect on business performance. Fitriani et.al (2022) concluded that intellectual capital affects company performance. From the results of this study it can be concluded that Intellectual Capital influences Competitive Advantage where Company Performance strengthens its influence or moderates its influence. As a study conducted by Fitch Solution states that the competitiveness of the Indonesian mining sector is still low. Indonesia's mining competitiveness score is below the average Asian score. The reason is due to uncertain regulations and a high attitude of nationalism towards Indonesia's natural resources.

The attitude of nationalism towards natural resources is shown by the Government of Indonesia in the form of a policy banning the export of mineral ores. The last type of competitive

CONCLUSION

Based on the results of data testing and discussion to answer the hypothesis, it can be concluded that IC has no effect on

advantage suggested in this research that can be utilized by corporate businesses is focus. In this strategy, the company focuses on more granular market segments. The focus strategy can be successful if the company can create products or services that can answer customer needs in that market segment, according to the words Saputra et al. (2023). This strategy involves understanding the market better than other companies. Here, companies need to analyze the market so that they can make better offers. Well, this focus strategy has two specific categories. Here's the explanation:

Cost-focus: the company focuses on providing products at the lowest cost in a narrow market segment.

Differentiation-focus: a company focuses on providing easily differentiated products and services within a narrow market segment.

the Company's Competitive Advantage. ROA significant negative effect, which means that increasing the company's ROA does not increase the company's

advantage, and ROA does not strengthen the moderating influence of IC on Competitive Advantage.

On the research results, it is stated that competitive advantage can increase customer loyalty to the company's products. However, that is not the only benefit that a company can achieve if it takes advantage of competitive advantage. According to this research, the following are several other benefits that companies can get if they utilize competitive advantage strategies, namely budget expenditures for business and marketing work processes become more efficient, the company has a strong and unique brand image, the company's products have a unique and special impression, and companies are encouraged to actively innovate.

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