THE DETERMINANTS OF PRIVATE UNIVERSITIES COMPETITIVE ADVANTAGE IN INDONESIA

Afridayanti Surbakti[1], Minda Muliana Sebayang[2]
POLITEKNIK MBP Medan, Universitas Medan Area
Email: afridays2904@gmail.com
mindamuliana@gmail.com

We suggest you to cite this article as:
Surbakti, A., Sebayang, M.M. 2022. The determinants of private universities competitive advantage in Indonesia. *Junior Scientific Researcher*, Vol VIII, No. 1-2, pp. 23-34.

ABSTRACT

The competitive advantage in private universities represents an actual subject in Academia. This research try to study how learning organization, e-HRM and service quality affect the universities' competitive advantage. This research adopted the quantitative research method, using questionaire as the research instrument. 555 questionnaires were commanded to students of private universities in Medan, North Sumatera, Indonesia. The randomly selected respondents returned 155 copies of the questionnaires. The data were analyzed using multiple linear regression. The tested hypotheses revealed that learning organizational factors, e-HRM, and service quality partially and simultaneously have a significant effect on universities' competitive advantage.

Keywords: Learning organization, e-HRM, Service quality, Competitive advantage
JEL Classification: I21