

## ABSTACTION

**Oktariana, efect of value chain analysis of competitive advantage and quality product in manufacturing ( under the guidance of mr. M.Y. Dedi Haryanto S.E., M.Si)**

This study aims to determine the effect of value chain analysis of competitive advantage and quality product in ,manufacturing. The research data were collected through a survey with the respondent manager of production and marketing manager in the Palembang city.

Data were tested using simple regression analysis using SPSS 11,5. That the result of both regression tested the quality of data ( test validity and reability testing) and testing hypotheses. The result of testing fist hypotheses ( H1) value chain analysis is acceptable to have an influence on the company competitive advantage manufactur the second hypothesis( H2 ) rejected the value chain analysis does not affect product quality.

Keywords : Value Chain Analysis, Competitive Advantage and Quality Product