

**APPLYING RESOURCE-BASED VIEW FOR COMPETITIVE
ADVANTAGE IN THE IT INDUSTRY: A CASE STUDY ON
PT METRO INDONESIAN SOFTWARE**

THESIS



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ABSTRACT

This study examines how PT Metro Indonesian Software leverages its firm resources to build a competitive advantage in the IT industry. Using the Resource-Based View (RBV) framework and the VRIO model, the research identifies the role of physical capital, human capital, and organizational capital in shaping the company's competitive positioning. Data was collected through semi-structured interviews with key informants, including company directors and employees, as well as non-participatory observations. The study highlights that the company effectively utilizes its technological infrastructure, skilled human resources, and agile development methodologies to maintain efficiency and innovation. However, challenges such as maintaining employee discipline, adapting to fast-changing industry trends, and cybersecurity threats remain critical considerations. The findings suggest that a continuous evaluation and strategic resource allocation are essential for sustaining long-term competitive advantage in the dynamic IT sector.

Keyword: Resource-Based View, VRIO, Competitive Advantage, IT Industry, Software House, Human Capital, Organizational Strategy.

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ABSTRAK

Penelitian ini meneliti bagaimana PT Metro Indonesian Software memanfaatkan sumber daya perusahaannya untuk membangun keunggulan kompetitif di industri TI. Dengan menggunakan kerangka Resource-Based View (RBV) dan model VRIO, penelitian ini mengidentifikasi peran modal fisik, modal sumber daya manusia, dan modal organisasi dalam membentuk posisi kompetitif perusahaan. Data dikumpulkan melalui wawancara semi-terstruktur dengan informan utama, termasuk direktur dan karyawan perusahaan, serta observasi non-partisipatif. Studi ini menyoroti bahwa perusahaan secara efektif memanfaatkan infrastruktur teknologinya, sumber daya manusia yang terampil, dan metodologi pengembangan *agile* untuk mempertahankan efisiensi dan inovasi. Namun, tantangan seperti menjaga kedisiplinan karyawan, beradaptasi dengan tren industri yang berubah cepat, dan ancaman keamanan siber tetap menjadi pertimbangan penting. Temuan tersebut menunjukkan bahwa evaluasi berkelanjutan dan alokasi sumber daya strategis sangat penting untuk mempertahankan keunggulan kompetitif jangka panjang di sektor IT yang dinamis.

Kata Kunci: Resource-Based View, VRIO, Keunggulan Kompetitif, Industri IT, Software House, Sumber Daya Manusia, Strategi Organisasi.