

**THE INFLUENCE OF CSR-BASED RESOURCES ON MARKETING
CAPABILITIES, COMPETITIVE ADVANTAGE, VALUE CO-
CREATION, AND BUSINESS PERFORMANCE**

(Study on SME Fostered by Pertamina)

UNDERGRADUATE THESIS



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DECLARATION

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I hereby declare that this thesis entitled: **“THE INFLUENCE OF CSR-BASED RESOURCES ON MARKETING CAPABILITIES, COMPETITIVE ADVANTAGE, VALUE CO-CREATION, AND BUSINESS PERFORMANCE (Study on SME Fostered by Pertamina)”** does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge, there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, July, 6th 2024



Fidyana Salsabila Naqya

MOTTO

“Verily, with every difficulty, there is relief”

(QS. Al-Insyirah: 5)

Work while they sleep

Learn while they party

Save while they spend

Live like they dream

- Secretentourage

Take a big risk, earn a big achievement

- Fidyana Salsabila Naqya

PREFACE

Praise be to Allah SWT for providing convenience, grace, and mercy in writing the thesis entitled **“THE INFLUENCE OF CSR-BASED RESOURCES ON MARKETING CAPABILITIES, COMPETITIVE ADVANTAGE, VALUE CO-CREATION, AND BUSINESS PERFORMANCE (Study on SME Fostered by Pertamina)”**. This thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in the use of influencing tactics in organizational decision-making and providing development ideas for further research.

The completion of this thesis is inseparable from the guidance and support of various parties, therefore on this occasion the authors would like to express our deepest gratitude to:

1. Mrs. Indah Fatmawati, SE., M.Si has patiently provided input and guidance while completing this thesis.
2. My mother Mrs. Eko Rahayuningsri, my father Mr. Sugiyo, and my brother M. Luqman Jalaluddin Ar-Rumy always give encouragement, prayer, support, and attention until I can finish my studies.
3. My friends and my partner, whose names I cannot mention one by one, have heard my grievances and motivated me to finish this thesis.
4. All respondents (owners and managers of SMEs) were willing to take the time to fill out the questionnaire and help during the research.

5. All parties who have provided support, assistance, ease, and enthusiasm in the process of completing this final project (thesis).

As a final word, there is no such thing as uncracked ivory, and the author recognizes that this argument has several flaws. As a result, feedback, comments, and additional research are required to fully explore this topic.

Yogyakarta, July, 6th 2024

A handwritten signature in black ink, appearing to be 'Fidyana Salsabila Naqya', written in a cursive style.

Fidyana Salsabila Naqya

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