

**ACTIVITIES POTENTIAL AND LOGISTICS SERVICE SUCCESS ON COMPETITIVE ADVANTAGE FOR
SMALL AND MEDIUM LOGISTICS SERVICE PROVIDER**

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ABSTRACT

Based upon the logistic management theory, resource-based view and contingency theory, this paper proposes to examine the logistics activities potential on competitive advantage via the mediating effect of logistic service success. In addition, contingency approach proposes the economic turbulence and promoted government policy to logistic are moderators as external environment factor. Through field research, accompanied by a review of related literature, this study identifies organizational logistic service success to competitive advantage and entrepreneurship orientation on logistic service success to improve and development organization to competitive advantage. Theoretical contributions and suggestions are providing empirically for future research.

Keywords: *logistics activities potential; logistic service success; competitive advantage; economic turbulence; promoted government policy to logistic; The resource-based view theory and Contingency theory.*