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RESEARCH ARTICLE

THE DISTINCTIVE OF HIGHER EDUCATION VISION: INSIGHT MARKET- BASED MANAGEMENT RESEARCH REVEALS THE INSTITUTIONAL THEORY

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ABSTRACT

The best aim to organizations should indicate from the received from the consumers' value and they have a new power for the future and sustainability life to many people. The institutions have a great vision and mission to guide entire employee and the stakeholders for long run in business to moving forwards and always elevated the new best quality of life. Recently, the scientific pathways on market-based - research in management has made the leader to state the visions and missions and purpose for attempt to the future achieved to the market- positions in an era of the disruptive global competitive advantage, that its has indicated the newest trends in mission component and have integral parts that could be prominent to develop the strategic planning for the sustainability in business. Furthermore, an entire hypotheses were confirmed (the t value > 1.96). Hence, the greatest estimate value for the prediction was 6.90 that the sensitivity consumers leads to the well concern for the quality, in the hybrid full model and implication of the entire antecedents of newest trend in mission component that could driven- strategic planning process have the contributions within 95%.

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INTRODUCTION

Despite the scholarly, as analytic the advance our understanding of hence interesting and increasingly relevant knowledge in management areas, through learning with hard-ways, focus, confidence and always have the critical thinking, that always provided the new concept- modeling on evidence-based in management would achievement best accomplishment in the higher education learning. Our focus to development the scientific- concept that conduct with market- based management philosophic would ensure to attain best solution in business. The market orientation in business should be the best concept to starting other context area in range- industries in digital era (e.g. marketing, HRD, Finance and Accounting management). Recently, many resources in corporation have the heterogeneously and misguide in strategies also have imperfectly in the information provided and very costly that could hard to pursue the market positions- in the competitive advantage that attempt to financial performance in firms.

The corporate vision should describe what venture desire to pursue for long-run and set the direction for planning and executing. Hence, the main and effectively that vision could forwards- looking, having the well motivating and best inspirational also should reflectively for the corporate culture, leaderships and core of great value for energizer people, who

might some benefits and improvements for corporate in the future. Furthermore, many scholars have research in this area; cause these things to starting doing business for the process of the organizational resources advantage to attempt the market positions in competitive advantage. Hence, the market visioning competence (MVC) would delivered set of capabilities for the market position with competitive advantage that organizational achievement and should considering entire; individual-competence, the networking, the proactive market, the market learning tools and the best idea driving. Actually, in market-based management would have to make the significant affect on customers and employee satisfactions as the foundation of any business, moreover, the corporate need the powerful vision to attained, that its have the specific characteristics pertain; conciseness, clarity, having the future orientations, stability, challenge and could to inspire people. (Galle, 2016; Kantabutra & Avery, 2010; Landroquez, 2013; Matinheikki, Rajala, & Peltokorpi, 2017; Reid, de Brentani, & Kleinschmidt, 2014; Russell, Huhtamäki, Still, Rubens, & Basole, 2015)

In particular, the business paradigm in digital era and disruptive economics would mentions many business problems to be solved (e.g. why do the mostly firms?, who are the competitor in the market-place?, what the new technologies?, how selling the product? What customers value will deliver? How could

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making the interrelationship with customer?). Furthermore, to solved many obstacle and getting the challenge would need endeavor and strive to pursue the best achievement conduct with develop an independent enquiry and critical analysis skill with undertaking the sustainable – scientific research investigations.

Actually, for anticipated the paradigms in future market, the model that will assist companies to improve plans for the future marketplace. The scholars should be present a new concept, "edited platforms," as a consumer aware, but company driven, and the product development- model, conducted the empirical models for attain the organizations aims with best solutions in market-based management. Nevertheless, the best agile management for the leadership for beyond well achievement in the future business that conducted within an ASIAN perspective.

The recent condition in Asian

The globally competitive- world was impact entire companies in diverse industrial sectors, that must respond faster. The companies were focus to costumers that they have much choice, expected more and hoped the lowest prices if the firms could attempt the market positions on the level of competitive advantage. Recently, in the business environment among institutions were more attentions to customers focus would always to change in needs, lifestyle, the consumptions behavior, demographics, more complicated modern technologies and an automatic handling that used that less employee. Furthermore, the macro-economic, social factors, the political and the policies from the governments aspect were would emphasize thinking by among enterprises' in Asia.

Actually, in this decade has been beginning the new era that has the newest mass transportations more operations the mass rapid transit that will encourage many customers easily to reaching the central business quicker and the people movement could making more trading in many product and services. The firms always have the generic strategies for winning the market with cost leaderships, customer focus and diversification of product in other ways the institutions would doing business with robust market orientations works with making and delivered more superiors customers satisfaction that would reflection for business successes will have the gain business profitability's. Furthermore, many scholar and scientists were doing research to support at the corporate with the well information about the best data on market-based and consumers needs to be understood for taking the best solution and making decisions and action plan for managers for its firm goals. Hence, the most important thing was supported with well data that could be accessed, especially the demographic data, newest technologies and the connection between students and higher educations. In our country the quality of lecture have an index to be valued by many people, which indicated competencies and capability to handle our students for well accomplishment in their learning process. Hence, the potentials and very big market in educational institutions higher education to manage for long-running and sustainability, furthermore, the best vision of the higher education's institutions should having powerful and making the well business strategy and the best leadership that ability to motivated staff would be very potentially affect and increased an organizational performance.

The purpose of this inquiry from the situation in higher education's would state that the vision and mission statement in higher education should be stated with divergent views and the process for developing under research on customer orientation and the organizational-culture in market- based research in agile management(Amores-Salvadó, Castro, & Navas-López, 2014; Guiso, Sapienza, & Zingales, 2015; Kantabutra & Avery, 2010) . Furthermore, the research questions, what factors could affect the vision statement, that should provide the broad directions, the focal point to entire stakeholders, the best achievement, become the foundations for develop strategic planning, have a great expectations, driven the higher performance in universities and the well synergy?

The orientation development on business that conduct within the market- based management philosophy

The constant existence was the changing world.

The market-based in business has been the robust market-orientation to attain, prompt and affirmative well customers respond, the blue-print within development and growth in master management was centralize conduct with the market-based management as the philosophy that combine with resources advantage in the dynamic- competitive world (Linvill, Rowlett, & Kolind, 2015; Matinheikki et al., 2017; Monferrer, Blesa, & Ripollés, 2015; Sudbury-Riley, 2016). Furthermore, the implementing in process business for tracking market-performance would be a required in business to measure the profits at the market-position within the competitive advantage.(Anselmsson & Bondesson, 2015; Chen, Li, & Liu, 2015; Nguyen, Yu, Melewar, & Gupta, 2016; Tournois, 2013)

The Institutions have wanted to become in behalf of the best higher education's around the word for the sustainable and long-rung existence. Much organization in higher education in the world should have a magnificent statement of the visions and mission and should be establish for the starting statement. The mission could determine from the institutions aims for the future that would be to attempting for reach the great achievement to satisfaction some stakeholders.(Galle, 2016; Jansen, 2015; Kantabutra & Avery, 2010; Matinheikki et al., 2017)

The market-based management research could supported to developing vision and vision statement that focused from the customer orientation and the relational-ship also always have to connected each other between consumers and the higher education institutions. The theoretical based on resources advantage theory for competitions and the Institutional theory have become the foundation for inquiry the theme with deeply.(Abrahamsen & Håkansson, 2015; Håkansson & Olsen, 2015; Hunt, 2011; Lusch, Vargo, & O'Brien, 2007; Pelin & Shelby, 2012; Shelby, 2001, 2012; Shelby & Sreedhar, 2012; Vargo & Lusch, 2017; Vargo, Wieland, & Akaka, 2015)

THE PREMISE in the digital era

Recently, the misguide on industrial strategies development always happened, heterogeneous demand theory, the ability to explain the reason on many venture size – scopes, and the process of evolutionary the competitions. Moreover, the premises pertains; therefore, the heterogeneous demand across industries and very dynamic, consumers and venture

information's imperfect and costly, the corporate objective to superior financial performance, the venture resources and very heterogeneous characteristics' (financial, physical, legal, human, organizational and relational), the role of management and management-motivations, also the competitive-dynamics (Chi, Lieu, Hung, & Cheng, 2016; Liu, Liu, Ding, & Lin, 2015).

The strategy for face the global condition in the higher education market place, we could do the well analysis conducted with the philosophy market-base management to create best solution. Furthermore, the key word as scheme below, shown the potential theme which could help search the best potential outcome to supported for development the higher education vision- mission (Bhatti, Larimo, & Carrasco, 2016; Farhad Hosseini, Khodadad Hosseini, Kordnaiej, & Ahmadi, 2016; Sung, Lu, & Ho, 2010; Whittington, Yakis-Douglas, Ahn, & Cailluet, 2017).

Research Suggest for Development the Visions and Mission on Higher Educations

The research suggests for development higher education vision that conduct with market- based management to reach the globally competitive advantage are future-oriented, stable, concise, clear, challenging, abstract and inspiring. The causal research could be develop with the structural equation modeling to measurement model and structural model (Augusty, 2014; Killa & Ferdinand, 2017). The resources advantage of the higher education should well identify and the corporate visions must be shared by their members and having the well communicated each other for better performance outcome than the visions without appropriate realization factors. (Choi, Yoshikawa, Zahra, & Han, 2014; Dustin, Bharat, & Jitendra, 2014; Jogaratnam, 2017; Martin, Javalgi, & Cavusgil, 2017). While the empirical evidence, the scholar suggest the keyword for the scheme within the blue-print scientific orientation for the guidelines inquiries.

Actually, the blue-print for market-based management research should refer on the robust scheme in its institutional, and making the priority for achievement best performance in higher educations. Furthermore, to develop our vision- mission in higher education should determining the resources- advantage that could increasing market position and also the superior financial performance in higher education and suggests conducted to the basis the sustainable- competitiveness advantage in the globally era (Diaz Ruiz & Kowalkowski, 2014; Najafi-Tavani, Sharifi, & Najafi-Tavani, 2016; Yaprak, Tasoluk, & Kocas, 2015). The stresses and determining the higher education vision- mission development, which should consideration entire the market segments, heterogeneous demand, the comparative advantage of the resources and the market positions of the competitive advantage in Asia as the energy for face the globally competition in the digitalize era. (Grün & Dolnicar, 2015; Hunt, 2010; Hunt & Arnett, 2004; Swart & Roodt, 2014) The research and development (R&D) sections could driven the holistic- part for the strategy implementation that should have an effort to many things as follows to; an emphasize to the outcome and the process improvements, the stress basic on conduct to applied research in market base management, to be a leader in R& D, to develop the artificial intelligent in digital data, the budgeting and the

stakeholders or the outsourcing also the technological improvements that affect the consumers in higher educations. The breakthrough innovations could be help to the higher education in the resources advantage (product, process, technology and cost) that to lead the consumers satisfactions and mention for facing the tight competitiveness in Asian and the world at all. (C. Roach, Ryman, & White, 2014; Guiral, 2012; Hau & Kang, 2016; Maceika & Šostak, 2014; Mandal, 2016; Mirvis, Herrera, Googins, & Albareda, 2016; Nagy, Schuessler, & Dubinsky, 2016; Nguyen et al., 2016; Taherparvar, Esmaeilpour, & Dostar, 2014). Finally, the higher education's have to achievement the hallmark of management that would be conduct within powerful visions and should have the highly desirable and inspiring for the future and should be fight for the tight competitiveness in disruptive economics.

Proposed the framework and hypothesis development

This study of the research framework was development to reveals the research gap for finding the knowledge to improvement the quality of missions and contributions the body of knowledge in this inquired that perspective to develop an Institutional theory (Li, Li, & Cai, 2014; Yang & Su, 2014).

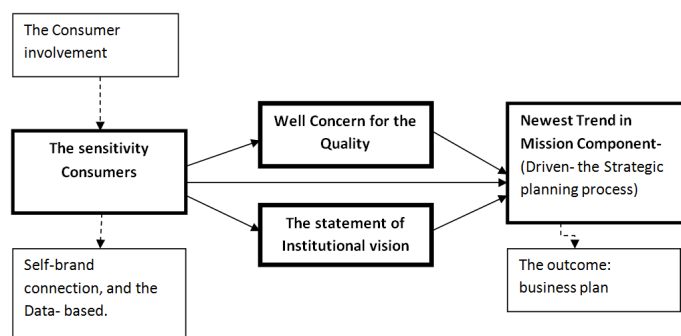


Fig 1 The research model of attempt the newest trend in Mission- quality that driven the strategic- planning process on the Higher Education's- institutions

The hypothesis in this study, therefore

H_{1,2,3}. The sensitivity consumers are positively related to well concerns for quality, newest trend in mission component and the statement of institutional vision.

H_{4,5}. The well concern for the quality and the statement of institutional vision are positively related to the newest trend in mission component.

H₆. The sensitivity customers, the well concern for the quality and the statement of institutional vision are positively related to the mission component (driven- the strategic planning process).

Research method

Sample and data collection

The respondent which participated came from the higher education within total sampling (Mathwick, Wagner, & Unni, 2010; Thomas, 2013). The data was collected from the higher education in the central Jakarta, which enrolment in the classroom in Higher educations. The sample in this study conducted with area sampling to the particular locality of the classroom to the entire students (Sekaran U and Bougie R (2016).

Measurement of variables

The instrument was conducted within the self-administered questionnaire that could use the rating scale for among latent variables in management research in market-based to make the rating response. (Sekaran U and Bougie R (2016). Moreover, the instrument was conducted within the cross-sectional collected method and also with the rating scale as an interval data scale (1 to 10 very agree). Moreover, the validity and reliability construct test that conducted with measurement model in the first phase- confirmatory factors analysis process in structural equation modeling within an entire variables (Hair, Black, Babin and Anderson, 2010).

Furthermore, the operational- among variable in this inquiry could show in this table 1 below:

Table 1 The operational among variable in this study on mission components to driven- the strategic planning process

No	Variables	Indicators	Code
1	The sensitivity Consumers	Open mind and spirits.	P8, P10, P11
		User friendly system.	
		Convenience system for consumers.	
2	Well Concern for the Quality	The actions- base.	P1,P2,P3,P4,P5, P7,P9,P13,P14, P15,P16
		The new philosophy by learning.	
		An Achieved quality.	
		The self improvement.	
		The drive-out of fear.	
		Improve constantly the system.	
3	The statement of Institutional vision	The mass inspection.	P6, P12, P17
		An accomplish the transformations.	
		An eliminate management by objective.	
		No to much strategies in the same time	
		The future- challenge.	
		Focus the energies and resources.	
		Achieving the desirable future	

Data analysis and findings

Data analysis

The data analysis method was conducted with the structural equation modeling, because the variables were latent characteristics. The software was conducted with the Lisrel to the principles of structural equations modeling, with the two-step approach that pertains; measurement model and the structural hybrid full model. The confirmatory strategy was conducted in this inquiry, with the first step was testing the validity and the reliability construct and then to testing the fitting model and hypothesis proved (Susilo and Yulius, 2017). Hence, the research result would have for the data analysis pertain: (1). The sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value <2.50 and there were no missing value and 107 data were valid. (2). The outcome of an descriptive and multivariate of normality test: The descriptive data from table 1, below were have indicated well the normal distribution that confirmed with t value more than 2 and P-Value > 0.05, as show on table 2 below:

Table 2 the Output of Descriptive and Multivariate Test

No	Type				Remarks		
1	Test of Univariate Normality for Continuous Variables				Well normal distribution data		
	Skewness	Kurtosis	Skewness and Kurtosis				
	Variable	Z-Score	P-Value	Z-Score		P-Value	
	QUALITY1	-0.128	0.898	0.132		0.895	
		0.034	0.983				
	QUALITY2	-0.256	0.798	0.398		0.690	
		0.224	0.894				
	QUALITY3	-0.349	0.727	-0.820		0.412	
		0.794	0.672				
	QUALITY4	-0.161	0.872	0.107		0.915	
		0.037	0.982				
	QUALITY5	-0.497	0.619	0.169		0.866	
		0.276	0.871				
	VISION1	-0.196	0.844	-0.097		0.923	
		0.048	0.976				
	QUALITY6	-0.109	0.913	-0.302		0.763	
		0.103	0.950				
	SENCON1	-0.106	0.916	0.323		0.746	
		0.116	0.944				
	QUALITY7	-0.349	0.727	-0.147		0.883	
		0.143	0.931				
SENCON2	-0.049	0.961	-0.388	0.698			
	0.153	0.926					
SENCON3	-0.040	0.968	-0.171	0.864			
	0.031	0.985					
VISION2	0.000	1.000	-0.282	0.778			
	0.079	0.961					
QUALITY8	0.090	0.928	-0.146	0.884			
	0.029	0.985					
QUALITY9	-0.056	0.956	-0.203	0.839			
	0.044	0.978					
VISION3	-0.120	0.905	-0.315	0.753			
	0.113	0.945					
TRENMIS	-0.003	0.998	0.133	0.894			
	0.018	0.991					
2	Test of Multivariate Normality for Continuous Variables				Not well.		
	Skewness	Kurtosis	Skewness and Kurtosis				
	Value	Z-Score	P-Value	Value		Z-Score	P-Value

(Source: the authors- prime data, 2020)

Furthermore, the result for the test of multivariate normality for continuous entire variable indicate more than 0.05, but the data still robust while the sample almost >100. (3). The structural model (Fitting Model and the Confirmed - t test): The measurement of research model within goodness of fit was could determine, as follow on table 3 below:

Table 3 the Fitting Hybrid Full Model

The measurement of GOF	The Targeted	Output	Level of Fitting Model
Chi Square & P	Chi Square / df < 3	263.51/67= 3.93 0.00<0.05	Marginal Fit
Root Mean Square Error Of Approximation RMSEA P (close fit)	RMSEA ≤ 0,08	0.19	Marginal Fit
Normed Fit Index (NFI)	NFI ≥ 0,9	0.88	Marginal Fit
Non Fit Index (NNFI)	NNFI ≥ 0,9	0.65	Marginal Fit

Comparative Fit Index (CFI)	CFI ≥ 0,9	0.91	Fit
Incremental Fit Index (IFI)	IFI ≥ 0,9	0.91	Fit
Relative of Fit Index (RFI)	RFI ≥ 0,9	0.84	Marginal Fit
Goodness Of Fit Index (GFI)	GFI ≥ 0,9	0.67	Not Fit
Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,9	0.48	Not Fit

(Source: the authors- prime data, 2020)

The GOF model was indicated marginal fit model and it was could be assessed for the next evaluation for hypothesis testing within the output of hybrid model.

Hypothesis testing

The hypothesis would be tested conducted with t value >1.98 and indicated could be confirmed from data to the research model as the table 4.

Table 4 The Hypothesis Testing with t test within Structural Model

No	Hypothesis	T table	T _{value}	Estimate value	Remarks
1	H _{1,2,3} . The sensitivity consumers are positively related to well concerns for quality, newest trend in mission component and the statement of institutional vision.		5.05/4.72/4.98	6.90/ .50/ 6.68	The significance test result indicated that the entire hypotheses were confirmed (the t value > 1.96). The greatest estimate value for the prediction was 6.90 that the sensitivity consumers leads to the well concern for the quality, in the hybrid full model and implication of the entire antecedents of newest trend in mission component that could driven- strategic planning process have the contributions within 95%.
2	H _{4,5} . The well concern for the quality and the statement of institutional vision are positively related to the newest trend in mission component.	1.96	2.44/4.22	.52/2.74	
3	H ₆ . The sensitivity customers, the well concern for the quality and the statement of institutional vision are positively related to the mission component (driven- the strategic planning process).		R ² = .95	-	

(Source: the authors- prime data, 2020)

The structural equations of hybrid model:

The outcome of the structural equations of the hybrid model as follow:

$$NEWESTMI = 1.69*SENCON + 0.52*CONQUAL + 2.74*STAVISIO, \text{Errorvar.} = 1.00, R^2 = 0.95$$

(0.36) (0.21) (0.65)
4.72 2.44 4.22

$$CONQUAL = 6.90*SENCON, \text{Errorvar.} = 1.00, R^2 = 0.98$$

(1.36)
5.06

$$STAVISIO = 6.68*SENCON, \text{Errorvar.} = 1.00, R^2 = 0.98$$

(1.34)
4.98

$$NEWESTMI = 0.50*SENCON, \text{Errorvar.} = 1.00, R^2 = 0.20$$

(0.12)
4.21

Furthermore, an entire hypotheses were confirmed (the t value > 1.96) as table 5 above. The greatest estimate value for the prediction was 6.90 that the sensitivity consumers leads to the well concern for the quality, in the hybrid full model and implication of the entire antecedents of newest trend in mission component that could driven- strategic planning process have the contributions within 95% (Hollebeek, Glynn, & Brodie, 2014; Son, 2012; Taherparvar et al., 2014; Yoon, Hostler, Guo, & Guimaraes, 2013; Zhang & Benyoucef, 2016).

Conclusions, research contribution and direction for future research

CONCLUSIONS

Indeed, our research result were successfully to confirmed among hypothesis', and the greatest value was the sensitivity consumers that leads to the quality achievement and implications to the newest trends in missions components that driven- the strategic planning process. The revealed model was affectively to building the strategic plan and also business plan for a long-run in business.

Research contribution

The first, the contributions for theoretical implications, indeed the conducted with Institutional theory social that could made explanations and predicted about the social structure within resilient that should consider aspect of; the processes, scheme, norms and pursue the institutions well established as the guidelines' for attempt well social behavior . Actually, the result finding shows that the indicators have greats affected with the best estimate- value were included;(1). An open mind and spirit to build the sensitivity consumers/ 9.86, (2). An accomplish the transformations/ 2.61 for pursue the well quality, (3). The focus to the energies and resources'/ 1.57 to statement of institutional vision. (4). An eliminate management by objective/ 1.49 to attempt well concern for the quality, and (5). An achieving the desirable future/ 1.30 to the vision. Furthermore, the contribution of the finding results in this study to the body of knowledge for the Institutional theory in the process, norm and social behavior and R-A theory in resources dimensions.

The second contributions were for managerial implications, the corporate were could determining from the result of this study for delivered the newest trend in mission component that could as driven-the strategic planning process that conducted within provide the statement of institutional vision and also determined within focus to the energies and resources, and also achieving the desirable future. Hence, an implication on making strategic planning and action plan for attempt the corporate goals. Moreover, the corporate could increase the pursue the sensitivity on consumers that was conducted within organization to accomplish the good transformation process.

Limitations and Future research

Actually, the amount of 72 sample were not adequate that would be provide the marginal fitting research model in

business research in management strategic area, the development for the future study could used more large sample and conducted within the proportionally random sampling. The user of smart compatible computers must be segmentations for limited heterogeneous demand. Hence, the future research could more parameters and more variables for pursue the goodness of fitting model and the determination of R square value for the best contributions in management science. Moreover, the variable that could add in new model pertains; future direction, marketing productivity and innovation ecosystem. (Markoulli, Lee, Byington, & Felps, 2017; Russell et al., 2015; Rust, Ambler, Carpenter, Kumar, & Srivastava, 2004; Yang & Su, 2014)

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