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RESEARCH ARTICLE

THE FACTORS OF DIGITAL TRANSFORMATIONS LEAD TO DIGITAL MARKETING AND CUSTOMER VALUE THAT IMPACTED FOR MARKET POSITIONS AND ITS IMPLICATIONS THE FINANCIAL PERFORMANCE IN MANUFACTORY CORPORATIONS- LQ45

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ABSTRACT

This decade an among multinational- corporate should not operate within the misguide to implemented the vision and missions in the heterogeneous- industrial competitiveness and the consumers engagement, tight competitions, data, customer-based value and an incremental innovation. This study would be inquiry of fulfillment the research gap with the competition-advantage within market positions from the digital transformation within multinational-firms. The novelty research model has the intervening variables- the powerful digital marketing and the focus creation in customer- value that could be more exploring the R-A theory. Furthermore, the research methods conducted with the confirmed strategy in structural equation modeling within an entire latent variable.

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INTRODUCTION

The factors of the digital transformations within firms pertains; digital- channel consumer engagement, tight competitions, data based, customer value and innovations that have been the interesting of confirmed result of many research(Vivek, Beatty, & Morgan, 2012),(Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Glińska-Noweś, Sudolska, Karwacki, & Górka, 2017; Haifen, Mengya, & Jingqin, 2017; Hamilton, 2009; Straker & Wrigley, 2016).

Actually, an inquiry the process for the impact to the competitive advantage- market positions still have minus exploring the meaning in multinational- firms as the result research in many scholars analysis, that would making some research gap that must be fulfill the novelty variables as the new models to be confirm within market- based management research.(Bürkner & Lange, 2017; Järvinen & Karjaluo, 2015; Straker & Wrigley, 2016; Walmsley, 2016; Wang, Malthouse, Calder, & Uzunoglu, 2017)The objective of this study would be develop the new conceptual model to fulfilling the research gap between the relation on the digital transformations within firms to the competitive advantage-

market positions and its implication the superior-financial performance. The research gap in this an investigates conducted with the new research model to Attempt Superior-Financial Performance within Multinational- Corporations with novelty variables the powerful digital marketing and the focus creation in customer value such as intervening variables within a research model.(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluo, 2015; Kim, Cavusgil, & Cavusgil, 2013; Landrogez, 2013; Li, 2010; Obal & Lancioni, 2013; Walmsley, 2016)

The marketing within accountable- based and entire multinational- corporations have many ways to create some digitalize marketing planning, and should be determining with the newest big data that could integrated in many sources, the modern incremental innovations- competitively within intelligent for face the tight competition, the development for the resources- advantage and could attempt the best market position to multinational market for achieve the big opportunity for gain the profit within business ethic and good service quality to entire consumers (Aima, Susilo, Purwanto and Wiratih, 2015). Moreover, the entire multinational corporate should making attentions' within digital customer engagement to predict the interaction between digital channel an end-user,

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the powerful digital marketing, the focus for create on customer value on the multinational firm that conducted by digitalize era to affect the competitive advantage- market position. (Anselmsson & Bondesson, 2015; Ben Aissa & Goaid, 2016; C. Roach, Ryman, & White, 2014; Takata, 2016)

Literature review and hypothesis development

Indeed, in this analysis was investigated model of variables that conducted to pursue the contributions for grand R-A theory and to develop of the body of knowledge and more empirical in the result, also for the contributions to the management implications as actions plan and the executive summary for strategies within entire multi-national enterprise. Moreover, in this inquiry conducted with practice theory, that correlated within the R-A Theory for attempted the robust competitiveness advantage in market position and the superior financial performance for long-run operations in business.

The R-A Theory and Develop on Body of Knowledge

Resources- advantage theory could exploring some knowledge about competition between Entire Corporation in heterogeneous venture for doing business, and then the sustainable competitive advantage should have the rigor basis as the foundation of the corporation to design the structures, bundles and provide the hi-organization’s resources and have agile management to moving forward and winning the competitions for lung-run business.(Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995)

The scholar have develop the grand theory to fulfill the research gap and could make the contribution for the body of knowledge to enlightened and have the novelty result from doing empirical research as follow, the figure 1 below:

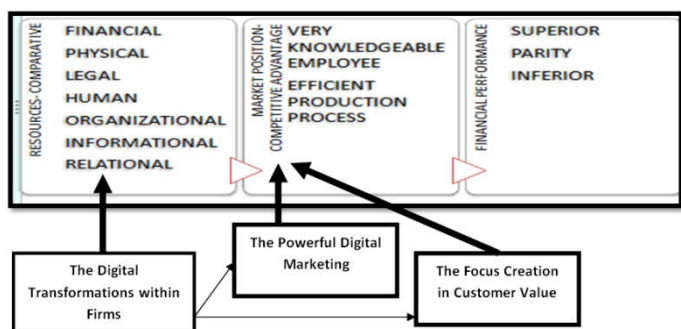


Figure 1 The R-A Theory and Develop on Body of Knowledge within the Digitalized

Proposed the Framework and Hypothesis Development

Actually, the research framework of Superior- Financial Performance within Multinational- Corporations should have for development to fulfillment the research gap for finding the knowledge to improvement the superior- financial performance within heterogeneous industries and contributions for R-A Theory in the body of knowledge (Shelby D. Hunt, 2013, 2015; Shelby D. Hunt & Arnett, 2006). Furthermore, the scholar could more achieve the contributions to body of knowledge within the strategic choice theory, that analysis focused on; the tight related between marketing managers and their choice, the faster change in marketplace and the correlation the managers with marketplace. This middle range- theoretical could bridging to the practice theory in practical management for

doing business. Hence, The Stakeholder theory could support managers to understanding about the moral and value for managing the firms with well ethics in business within shareholders and many groups.(Carvalho & Gomes, 2017; Forthofer et al., 2016; Hernández-Perlines, 2016; Hooks & Stewart, 2015; Ren, Hu, & Jain, 2016)

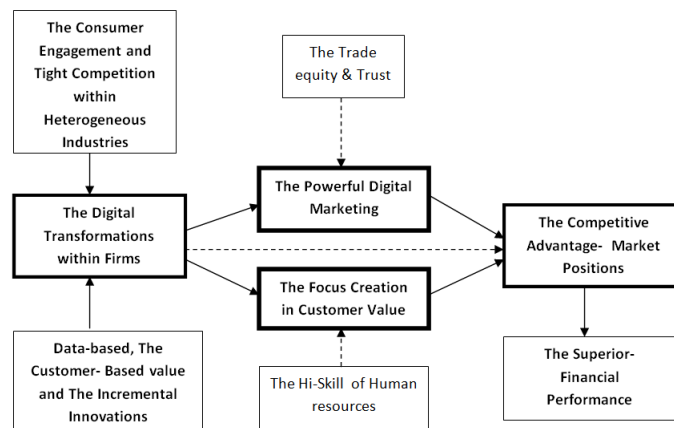


Fig 2 The Research Modelto Attempt Superior- Financial Performance within Multinational- Corporations (Source: Develop from an Author- concept)

The confirming strategies for hypothesis in these inquiries the conceptual research model on figure 2 above, as follow

- H₁: The digital transformations within firms is positively related to the powerful digital marketing.
- H₂: The digital transformations within firms is positively related to the focus- creation in customer value.
- H₃: The powerful digital marketing is positively related to the competitive advantage- market positions.

Research method

Sample and data collection

The respondent in digital era as end-esuer which participated that daily used the consumers good which have the newest technology- product within total sampling(Mathwick, Wagner, & Unni, 2010; Thomas, 2013). The data would be collect from in the central Jakarta, which used the compatible computer in daily and them enrolment in the classroom. The sample in this study conducted with area sampling (Sekaran and Bougie, 2016).

Measurement of variables

The survey was conduct withinthe self administered questionnaire that uses the rating scale for entire latent variables to make the response for use the newest technologies consumers goods brand (Sekaran and Bougie, 2016). Moreover, the tools- instrument have the independently cross-sectional collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree).Hence, the validity and reliability construct test that conducted with measurement model in structural equation modeling among variables (Hair, Black, Babin and Anderson, 2010).

Data analysis, The Model of Fitting and Hypothesis testing

Data analysis

The data analysis would conducted to the structural equation modeling, because entire the variables were latent characteristics. Moreover, the two step approach have pertains; measurement model and the structural hybrid full model and used the confirmatory strategies were conducted in this multivariate data analysis, with a testing the validity and the reliability construct, also synthesis the fitting model and hypothesis proved (Susilo and Yulius, 2017). The research result would have for the data analysis pertain:

A sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value <2.50 .

An univariate and multivariate of normality test:

The Model of Fitting and Hypothesis testing

The goodness of fit research model could be analyzed within the indexed value. Moreover, the entire hypothesis confirmed was conducted with t value >2.

Conclusions and research contribution

CONCLUSIONS

Indeed, our research result will successfully to confirm entire hypotheses, and the greatest value can find to pursue financial performance on multinational corporations. The scholar hope the fulfillment the research gap within the new research model can effectively to achieve the market position with the on-line platform within the digital marketing and provide the customer value

Research contribution

The research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of the recourse advantage, market position and the financial performance of the multi-national venture. Moreover, the conducted with R-A theory as the explanations and predicted the relationship for the attempt the financial performance that its will investigate on the market-based research in management.

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