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An attempt to market position.

Oleh: Wilhelmus Hary Susilo dan Andry Syahrizal dan Edi Suwarno

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LEMBAR PENGESAHAN

Wilhelmus Hary Susilo

Department of Postgraduate, Master Program, Faculty of Economics and Business University of Persada Indonesia Y.A.I, Diponegoro 74, Central Jakarta, Indonesia

E-mail: harry_susilo@hotmail.com

Andry Syahrizal dan Edi Suwarno

Master- Management Program students, Faculty of Economics and Business University of Persada Indonesia Y.A.I, Diponegoro 74, Central Jakarta, Indonesia

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Dr W Harry Susilo

ABSTRACT Purpose: The purpose of this study has inquiry the marketing research models that built for an attempts to the market positions of competitive advantage and repurchases from the higher education's that have leads from the perfect consumer informational, best organizational, the development of relational ship between an private institutions and consumers also the great students trust. Design/methodology/approach: The hybrid model for increasing of market position and repurchases of consumers that were conducted to inquiry with the structural equation modeling and confirmatory strategic research design. The survey was conducted among 90 undergraduates and postgraduates students enrolled in the biostatistics, custom building design and thesis course on private higher education in Jakarta. Findings: Demonstrated that our research was indicated full hybrid models with the closed fitted models p value .00, the Root Mean Square Error Approximation value was $.11 > .04$ and Chi square/degree of freedom value= $816.67/394=2.07 < 5$. The hypotheses results founded were confirmed with t value 6.69, 3.30 and 5.21 (best organizational, great trust influenced to market position and great trust leads to repurchase intentions) that among t value were more than 2. Future more, the result research that unconfirmed with t value 1.18 and -1.32 (well informational and development of relational institutions and customers no affected to market position) Research limitations/implications: The limitations of the data get from one institution for only bachelors and master degree, that can not to be generalize. This research was provided insight on the role of perfect consumer informational, best organizational, the relational and building great trust to confirmed market position and repurchases intentions on private Higher Education in Jakarta. Hence, these results could be use to help people by guide and inform them to repurchases and the market position to pursuit competitive advantage with the lower relative resources cost and superior relative resource-produced value condition, from the private institutions in higher education at Jakarta. Originality/value: This study confirmed the full hybrid model for increasing the competitive advantage and to repurchase of consumers on private higher education that influenced from perfect consumer informational, best organizational, the relational and great students trust in Jakarta, Indonesia.

BAB I. **INTRODUCTION**

The institutions of higher education's in Jakarta need have to be the competitive advantage in market position that could be sustain for develop and reach that already state their the vision and mission as the strategic capabilities an organization emphasizes. Furthermore, the institutions in higher education must face entire the dynamics competitions, the faster changing technologies and heterogeneous demand, minimize students informational and relational, students trust and well institutions in private higher education. Nevertheless, the higher education programs would increase well educated and the intellectuality of human being for the better future living. The competitive environment is increasing in higher education institution, than market orientation should be adopted by the organizations, and it is important to research about effective implementation of market oriented activities and competitive in education market (Rynca et al., 2015). In Hunt (2011), entire the foundational premises of resource- advantage theory engagement to market position, than the institutions resources (e.g., organizational, informational, relational, physical, legal, human and financial), the demand across industries are heterogeneous and dynamics, also consumer information is imperfect and human motivation is less seeking.

The competitive position and sources of advantage (Best, 2013), grows fundamentally by customer value which customer willing to pay and trust that created from institutions in higher education. Furthermore, base on the research findings, the trust inside an organization is translated into market performance. In addition, the stronger influenced of organizational trust and operational efficiency on a firms market position. Hence, the organizational trust does not have a direct effect on the market position (Sankowska, 2016). Moreover, the consumer trust can offering new insights in understanding for repurchase intention in a rapidly developing market (Fileri, et al.,2017, Karpen, et al., 2015).

In the last two decades, the higher education that noted by the U.S. National Center for Educational Statistics (NCES), have reported that enrollments declined, and suggest that higher education would be benefit in several ways by building and maintaining trust. Prospective students who trust a college are more likely to enroll and the current students are less likely to transfer or drop out. Scholars agree that the higher education could need the great students trust from the consumers at large to determine critical service capabilities and their unique contributions. In

particular, the behavioral intentions that finding by Dimitriadis et al., (2011), the trust based segmentation on consumers with regards the managerial perspective, was proved to be meaningful. Furthermore the service dominant orientation and perceived value leads to the trust on retailing area., (Karpen, Bove, Lukas and Zyphur, 2015).

As the pilot survey has indicated the variance of the condition by Hunt (2011), about market positions gaps, as a schematic competitive position matrix and the factors resources- comparative (e.g., informational, relational and organizational). Moreover, the trust and the repurchase (Karpen, et. al., 2015, Mendez, et al., 2009). Then, base on relative resource- produce value and relative resource cost that engagement on market positions that showed Fig 1 and Fig. 2, as below:

Figure 1. The Market Position base on relative resource- produce value and relative resource cost
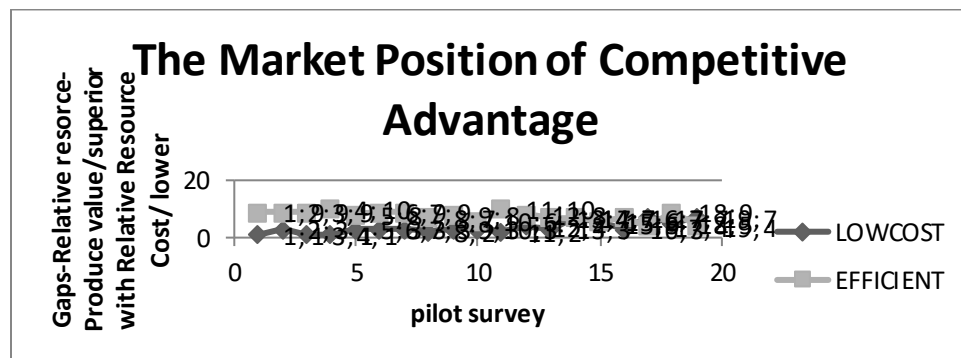
(Source: Prime data 2017)

Nevertheless, the perceived of resources-comparative that could engagements on the market positions, base on pilot survey indicated as follow in Fig 2, below:

Figure2. The Percieved of Resources- Comparative on Market Position

The Percieved of Resorces- Comparative on Market Position
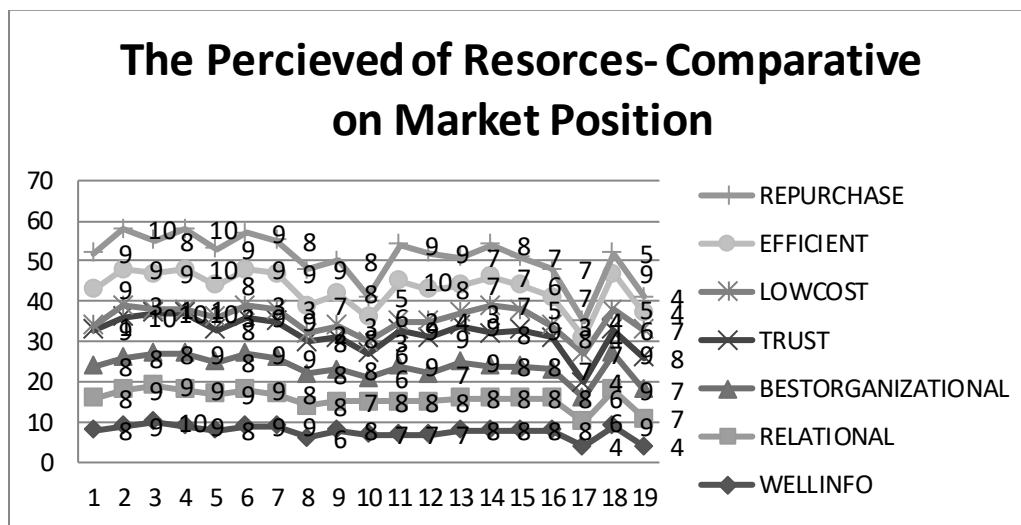
(Source: Prime data 2017)

Moreover, from a managerial perspective, the finding research according Karpen *et al*, (2015) the critical implications for managers for understanding central on customers value an intensively interaction orientations to individuals rather than customer segments, because the most important value. Also, the efforts to increase market share was an emphasis on creating a pleasant, entertaining for interested by consumers than just the products (Park, 2006). The customer loyalty to be crucial, to provide the successful business organization, hence attracting new consumers would more expensive rather than retaining (Donio et al., 2006).

Recently, the faster finding the knowledge about institutions, the consumers are using the advantages of the online to find information about products and services that could integrated in their purchase decision process that the internet to use online platforms to share reviews (Matute et al., 2016). The purchase decisions according to Ogden et al., (2004) have relationships with culture and then the managerial perspective indicated that the cultures lead to specific consumer purchasing. Therefore, a institutions needs to identified the consumers response to provide advertising for targeted segment and suggests standardized advertising (Ko et al., 2007). Furthermore the knowledge from students could find from advertisement, that as an empirical research attempting to inquiry this paradigm is limited, hence segmenting market and

advertisements in newspapers become important (Harris, 2007). The information needed by consumers on the possibilities and benefits offered. Furthermore, the understanding of convenience consumers need inquiry leads with benefits and attitude based segmentations (Svein et al., 2009). Until now, by reviewing, the great successful and performances of higher education institutions for made market segmentations conducted with understanding consumers need, demand and development the strategic focus on consumers oriented (Susilo and Yulius, 2013). Nevertheless, according to Best (2013), build the customer loyalty should has a strong customer focus, closed contact with them in an effort to provided a high level of satisfactions and the major benefit has long- run survivals.

Hence, service marketers recognize of building more sustainable and long-lasting relationships with their customers, that as businesses understand to the profit impact, that having a loyal customer that have leads by building consumer trust, loyalty and repurchase intentions in consumer services. (Eisingerich and Bell, 2007). Then, an increased to lead to positive experiences and evaluations, the higher education has to differentiate of services, with some actions pertains: increasing quality perceptions, positive word-of-mouth effects, and reducing sensitivity to cost and tuition change. Furthermore, as the organizational in higher education, the colleges seeking to survive in an increasingly competitive environment and an effective strategies to build and maintain trust. (Ghosh, et al., 2001). Nevertheless, based on research result, when the customer has trust in a product or service based on its quality that customer satisfaction can be developed, and could influenced to repurchase (Chamchuntra and Fongsuwan, 2014)

Moreover, this empirical study would be explore and inquiry to answer the problems that; how does the role perfect consumer informational, best organizational, the relational and great trust to confirmed market position and repurchases on private Higher Education in Jakarta? Hence, we develop and evaluated the covariance matrix to measure the better influenced entire dimensions'. To operationalize the resources-advantage theory of competitions (Hunt, 2011), the informational (e.g., knowledge from consumer and competitive intelligent), the relational (e.g., relationships with supplier and customers) and then the an organizational (e.g., competences, control, policy and culture). The market positions, that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process). Moreover,

the great of trust and the repurchase, we develop from S-D (service dominant) orientation (Karpen, et. al., 2015, Mendez, et al., 2009).

BAB II. Literature review

Theoretical backgrounds in our construction of hybrid model, first, we considered the theory of R-A (Hunt, 2011), that the market position could engage to competitive advantage that leads by societal resources and societal institutions, as the power for pursuits, which gained from the critical situation for institutions within then same industry are significantly heterogeneous than result in superior financial performance.
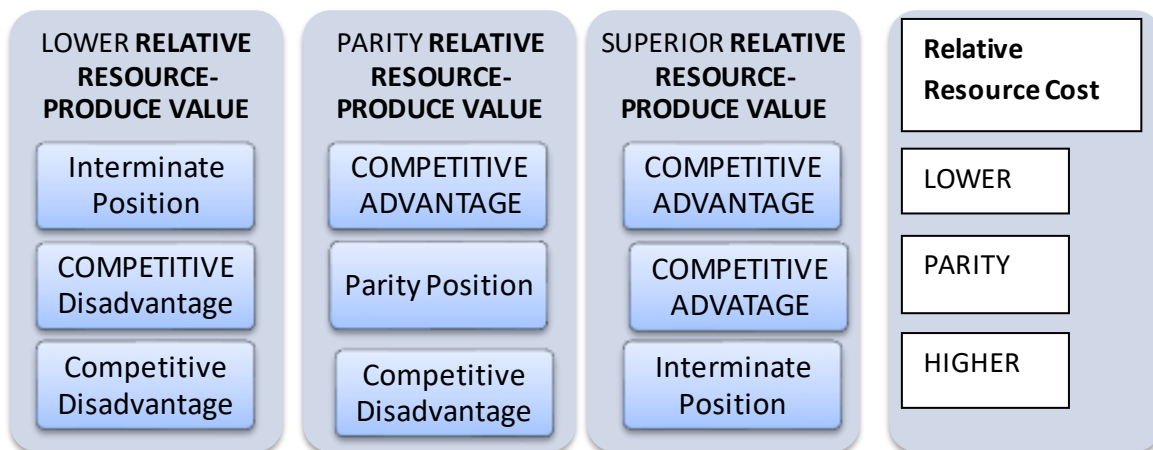
Furthermore, the resources- comparative can be categorized pertains: 1). Financial (e.g., cash resources, access to financial markets), 2). Physical (e.g., plant, equipments), 3). Legal (e.g., trademarks, licenses), 4). Human (e.g, the skill, and knowledge of individual employees), 5). Organizational (e.g., competences, controls, policies, culture), 6). Informational (e.g., knowledge from consumers and competitive intelligence), and 7). Relational (e.g., relationships with suppliers and customers). Nevertheless, the market position that could lead to position of competitive advantage (e.g., very knowledge employee, an efficient production process).

A schematic of the resource-advantage theory of competition as shown in Fig 3, as below:

Figure 3. The Schematic of R-A Theory of Competition

Moreover, the relative for marketplace position of competitive advantage could be shown in Fig 4, as the competitive position matrix (Hunt, 2011) below:

Figure 4. The Schematic Competitive Position Matrix

LOWER **RELATIVE RESOURCE-PRODUCE VALUE**	PARITY **RELATIVE RESOURCE-PRODUCE VALUE**	SUPERIOR **RELATIVE RESOURCE-PRODUCE VALUE**	**Relative Resource Cost**
Interminate Position	COMPETITIVE ADVANTAGE	COMPETITIVE ADVANTAGE	LOWER
COMPETITIVE Disadvantage	Parity Position	COMPETITIVE ADVATAGE	PARITY
Competitive Disadvantage	Competitive Disadvantage	Interminate Position	HIGHER

The source of informational and trust, according to the previous research Kim et al., (2010), proved a research model of attribute of web advertisements (perceived in formativeness and entertainment), and motivation factor to purchase (product involvement and trust toward websites) leads to intentions to purchase. The knowledge of customer could find from the well information from many sources and then it is relevance with the finding from research from Manchanda et al., (2006), advertising affects the purchase behavior. Furthermore, students trust in a higher education is defined as the degree of the students have willing to have faith and confidence to take appropriate steps that benefits and achieved on learned and the career objectives.(Ghosh, et al., 2001). Then, the trust of consumers, when has confidence in the exchange partner's reliability and integrity (Eisingerich and Bell, 2017). Hence, from the customers' perspective, the advertisement represent that product have an availability for awareness and customer satisfaction (Taylor and Fawcett, 2001).

Moreover, the building student trust from Mendez et al., (2009), via have the well interaction between staff in higher education with students, that were have 3 aspects, pertains: 1). University staff were acting for best interest, 2). Have an integrity and 3). Kept the promised to students. Hence, the great trust could be increase the commitment in higher education.

Moreover, we refer from Karpen et al., (2015) for development our research model that conducted the research framework of the service dominant orientation, as shown in Fig. 5:

Figure 5. A Schematic Service Dominant Orientation
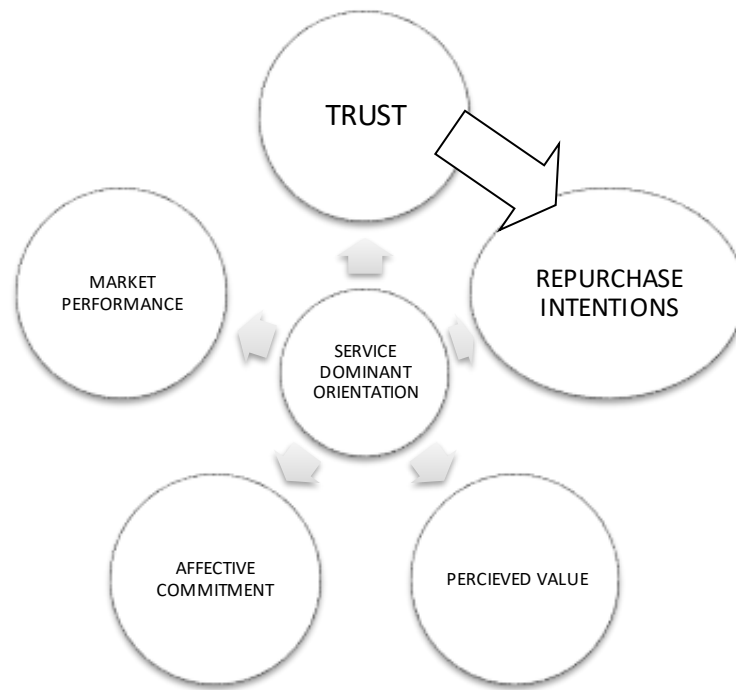
The message in mix advertisement that consumers generally will collect the relevant information's that marketers must take decisions to provided the content of the theme of advertising, should consideration about used the positively or negatively message in advertisement. Moreover, the objective and factual attractiveness would effectively for customers and in particularly the consumers emotions (Schiffman and Kanuk (2008). Hence, the consumers aim and the action base from learning and awareness process. Needs base market segmentation process pertains: 1). Needs based segmentation, 2). Segment identification, 3). Segment attractiveness, 4). Segments profitability, 5). Segment positioning, 6). Segment strategy, and 7) Marketing mix strategy (Best, 2013). The purchasing from consumer become very important for marketers, hence it could be strategic marketing as prudent, worldwide and effectively according to Schiffman and Kanuk (2008), the consumers purchasing theory was varied that depends the researcher assumptions about consumers behavioral.

Moreover, second we conducted one- step approach in combine between measurement model and structural equation modeling with confirmatory strategy and full information technique for maximum likelihood as the second theoretical framework for constructed the hybrid model/ full SEM of the role perfect consumer informational, development of relational between the institutions and consumers, best organizational, and great trust to confirmed market position and repurchases on Higher Education (Ghozali and Fuad, 2014, Wijanto, 2015).

The Conceptual Frame Work and Hypotheses

In this study we explore the attempt that increased to purchase in higher education by students in higher education at Jakarta. A model was represented of theory (Hair et al., 2010), than in this inquiry we developed the hybrid research model of the role of perfect consumer informational, best organizational, relationship and great trust to confirmed market position and repurchases on Higher Education in Jakarta. This research could combine the measurement and structural model for conducted hybrid model that confirmed model strategy with over identified model and simultaneous in one analysis outcome (Wijanto, 2015).

The conceptual frame work that would be inquiry, outlined in Fig. 6:

Figure 6. The research framework for full hybrid model: the role perfect consumer informational, development of relational between the institutions and consumers, best organizational, and great trust to confirmed market position and repurchases on Higher Education in Jakarta
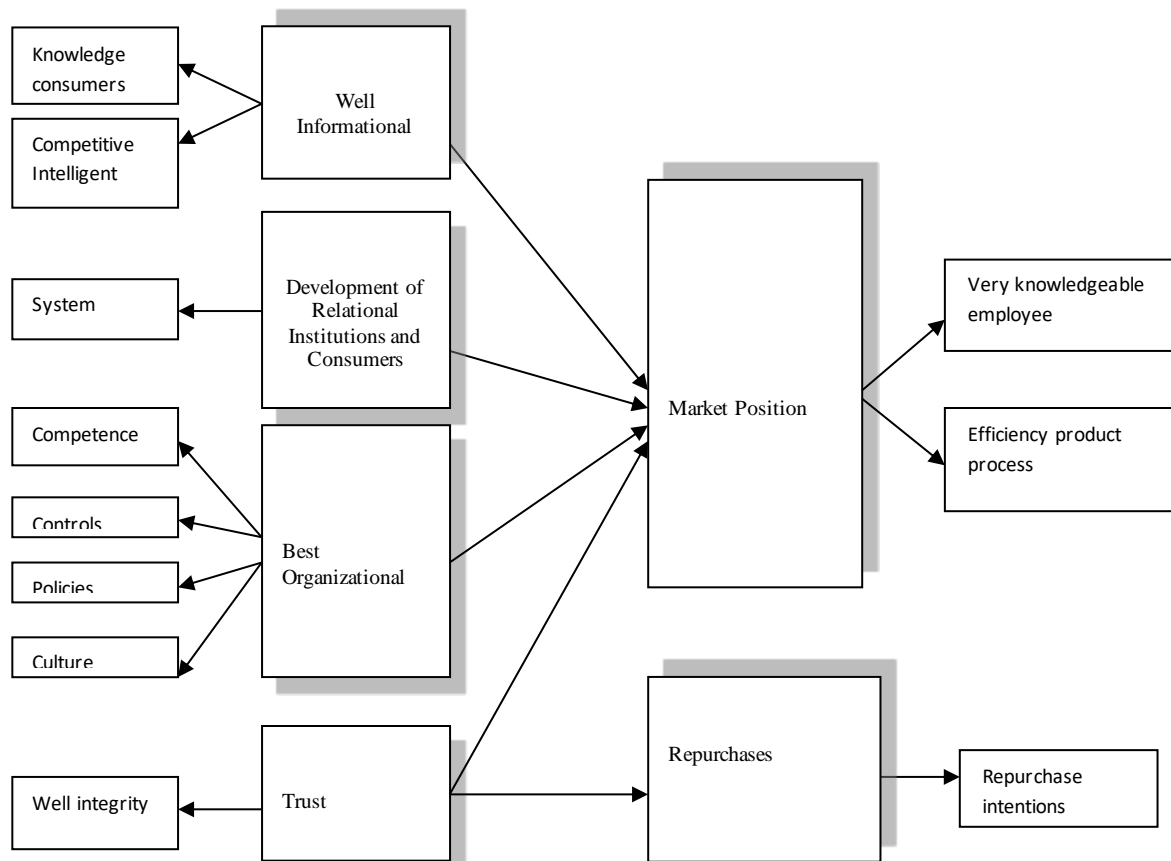
An examining hypothesized dependence relationships cause, of the statistically significant and the predicted directions, hence also could be examined the variance-explained estimate for endogenous construct which are an analysis of the R^2. (Hair et al., 2010). Next, in our research the endogenous variables ware market position and repurchases intention which an essentially for examine the variance- explained estimated. Our research would be confirming the following hypotheses:

Ha_1: Perfect consumer informational has positively confirmed to the market position.

Ha_2: Development of Relational Institutions and Consumers has positively confirmed to the market position.

Ha_3: Best organizational has positively confirmed to the market position.

Ha$_4$: Trust has positively confirmed to the market position.

Ha$_5$: Trust has positively confirmed to the repurchase intentions.

BAB III. Methodology

Our operationalization, validation and investigation of the role perfect consumer informational, development of relational between the institutions and consumers, best organizational, and great trust to confirmed market position and repurchases on Higher Education in Jakarta were consists of 3 stages of the measurement, sampling and data collection and data analysis.

Measurement

The questionnaire a structured technique was conduct for data collected that consists of a series of questions, written that respondent answers (Malhotra, 2010). The instrument was used self-administered questionnaire, when respondent completed themselves in paper format, Polit and Hungler (2002) and Cooper and Schinder, (2014), pertains entire research conceptual variables which measured on a ten- point rating scale (0= extremely disagree, 10= extremely agree). The rating scale was conducted for the instrument because respondent score and indicant without made the direct comparison to other higher institutions (Cooper and Schinder, 2014).

The ksi variables were consisting of: 1). The perfect consumer informational (e.g., knowledge from consumer and competitive intelligent), 2). The development of relational institutions and customers (e.g., relationships with supplier and customers), 3). The best organizational (e.g., competences, control, policy and culture), 4). The Great trust. Moreover, the eta variables were concluded: 1). The market positions, that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process), 2). The repurchase. The entire ksi and eta variables, we are developing from R-A theory (Hunt, 2011) and S-D (service dominant) orientation (Karpen, et. al., 2015), students trust (Mendez, 2009). Demographics information was collected for gender, age, income and graduates academic.

Sampling and Data Collection

An evidenced of model stability and generalizability should be the outcome from well analysis and robust entire samples (Hair et al., 2010). The respondents were conducted with structural equations models analysis should be among 100 – 200 respondents (Ghozali and Fuad, 2014), the estimated method used was the maximum likelihood that gained the valid, efficient and reliable parameters that support with multivariate normality data. The ninety (90) samples were from the

higher education students enrolled at Central Jakarta in two institutions, that closed to the benchmarking of required sample. The questionnaire was administered during some regularly undergraduate in UPI YAI` (12.20%), undergraduate in STIK Sint Carolus (54,40%) and the post graduate STIK St Carolus (33.30%) of entire class. We collected data that were used obtain from 90 students, who represented more the female (73.30%) than male (26.70%), an age average 27.60 (±7.90) years old and an income, (75.60%) lower than IDR 5 million. Furthermore, an occupation of the students were in private sectors (36.70%), public sectors (5.60%) and others (57.80%).

Data Analysis

The reflective measurement theory was based on the concept of the variables as that the latent constructs because that the measured variables and that an error outcome (Hair et al., 2010). Our research were conducted by latent construct that were pertains; 1). The perfect consumer informational (e.g., knowledge from consumer and competitive intelligent), 2). The development of relational institutions and customers (e.g., relationships with institutions and customers), 3). The best organizational (e.g., competences, control, policy and culture), 4). The Great trust. Moreover, the eta variables were concluded: 1). The market positions, that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process), 2). The repurchase intentions.

The measurement model as first phase and continued with second phase was structural model used covariance matrix with maximum- likelihood were estimated simultaneously and causal model with latent variables and observed variables. (Ferdinand, 2014). SEM conducted in this study because it was the ability to confirmation strategy about the dimensions or indicators of a concept with latent variables, as well as to measure the relationship between variables that have been supported by theory and empirical research. Structural equation modeling used latent variables by the number of indicators that many theoretical terms it was better because it will be able to explain the measurement error in the model should be better. Furthermore the procedure conducted with two- step approach hybrid full models (Wijanto, 2015).

The data were analyzed with conducted full information techniques on maximum likelihood estimated that could estimation the hybrid model of equation model system in simultaneously (Ghozali and Fuad, 2014). The structural model was between construct represented of its'

relationships, that building from theoretical model and a causal model (Hair et al., 2010). Nevertheless, in our research the structural equation formulated to express causality between different constructs as below in an equation 1 and an equation 2:

$$MP = \gamma.1\ WI + \gamma.2\ DRIC + \gamma.3\ BO + \gamma.4\ T + \zeta.1 \qquad (1)$$

$$RI = \gamma.5\ T + \zeta.2 \qquad (2)$$

Table 1. The Structural Equation Specification Notation

Notation	Remark
MP	Endogenous Variables / Market position
WI	Exogenous Variables / The perfect consumer informational
DRIC	Exogenous Variables / The development of relational institutions and customers
BO	Exogenous Variables / The best organizational
T	Exogenous Variables / Trust
RI	Endogenous Variables / The repurchase intentions.
Γ (gamma)	Direct link exogenous variables on endogenous variables.
Z (ZETA)	An error in the equation is between exogenous and / or endogenous on endogenous variables
E	Error

BAB IV. RESULT

Multivariate Data Analysis

The first stage we conducted test of sensitivity data analysis pertains; (1). An outlier result of multivariate indicated eight respondents had (the number of: 23, 28, 45, 53, 61, 62, 75 and 83), that mahalanobis distance value (d^2) more than 63.87 (the value of CHIINV (0.001, 33)), (2). The outlier data tested from indicators were found that four indicators had an outliers resulted (BO_1, BO_2, BO_3 and MP_6). (3). There were no missing values in this data diagnosis, that complete data imputation methods used only valid data. An advantage were simplest to implement and default for many statistical programs. Furthermore best used when large sample size, strong relationships among variables and low level of missing data (Hair 2010). (4). Normality data of multivariate indicated have normal distributed with normal score data.

The second stage data analysis was conducted the trimming model, moreover the fitting of the measurement model were determined of the fitted measurement models among variables, as table 2 below:

Table 2 The Fitting of Measurement among Model

GOF	The Measurement Model					
	Well Informational	Development of Relational	Best Organizational	Great Trust	Market Position	Repurchase Intentions
Chisquare/Df<5	59.10/9=6.56	.00/0	134.57/54=2.4	12.74/2=6.3	7.83/9=.87	1.76/2=.88
Probability	.00	1.00	.00	.0017	.55	.42
NCP	29.43- 78.27	-	80.57	10.74	.00	.00
Interval for ECVI	.70- 1.25	-	1.71- 2.48	2.96- 25.97	.00- 9.36	.00- 7.62
RMSEA	.25	-	.13	.25	.00	.00
ECVI	.93	-	2.05	.32	.37	.20
Model AIC	83.10	-	182.57	28.74	31.83	17.76
Model CAIC	115.50	-	266.57	56.74	73.83	45.75
NFI	.85	-	.90	.97	.97	1.00
NNFI	.78	-	.93	.91	1.01	1.00
CFI	.87	-	.94	.97	1.00	1.00
IFI	.87	-	.94	.97	1.00	1.00
RFI	.75	-	.88	.90	.95	.99
GFI	.82	-	.80	.93	.97	.99
AGFI	.58	-	.71	,67	.93	.95

The diagnosis for Goodness of fit among model.	Closed fit model	Fit is perfect	Fit model	Fit model	Fit model	Fit model

Furthermore, an evaluated that conducted the trimming model of the validity of indicators and the reliability for among variables, as table 3 below:

Table 3 The Indicators Validity, Variance Extracted and Constructs Reliability of Measurement among Modeling an Attempts to the Market Position

Validity and Reliability diagnosis	The Measurement Model												Remark
	Well Informational		**Development of Relational**		**Best Organizational**		**Great Trust**		**Market Position**		**Repurchase Intentions**		
	SLF	Error	SLF	Error	SLF	Error	SLF	Error	SLF	Error	SLF	Error	
The validity among Indicators (SLF>0.50)	WI_1=0.90	0.19	$DRIC_1$=0.85	0.28	BO_1=0.17	0.97	GT_1=0.89	0.20	MP_1=0.85	0.27	RI_1=0.86	0.26	There were not valid indicator pertains: BO1, BO2, and BO11. MP5 AND MP6. The not valid indicators were concluded in the structural model equations testing.
	WI_2=0.93	0.14	$DRIC_2$=0.92	0.14	BO_2=0.09	0.99	GT_2=0.90	0.18	MP_2=0.94	0.12	RI_2=0.94	0.12	
	WI_3=0.50	0.75	$DRIC_3$=0.85	0.27	BO_3=0.61	0.62	GT_3=0.98	0.05	MP_3=0.85	0.28	RI_3=0.82	0.33	
	WI_4=0.62	0.62	There were entire valid indicators, that there have good for the entire measured indicators to latent variable.		BO_4=0.78	0.39	GT_4=0.89	0.21	MP_4=0.78	0.39	RI_4=0.97	0.05	
	WI_5=0.54	0.70			BO_5=0.90	0.20	There were entire valid indicators, that there have good for the entire measured indicators to latent variable.		MP_5=0.15	0.98	There were entire valid indicators, that there have good for the entire measured indicators to latent variable.		
	WI_6=0.65	0.57			BO_6=0.85	0.27			MP_6=0.16	0.98			
	There were entire valid indicators, that there have good for the entire measured indicators to latent variable.				BO_7=0.69	0.53			There were have two that not valid indicators.				
					BO_8=0.71	0.50							
					BO_9=0.82	0.33							
					BO_{10}=0.79	0.38							
					BO_{11}=0.11	0.99							
					BO_{12}=0.78	0.39							
					There were have three that not valid indicators.								
The Reliability test of entire model (Variance extracted measure value>0.50)	0.51> reliable	050=	0.77> reliable	050=	0.59> reliable	050=	0.82> reliable	050=	0.72> reliable	050=	0.80> reliable	050=	The entire constructs were have good reliable for measured models.
The Reliability test of entire model (Construct	0.85> good reliable.	0.70=	0.90> 0.70= good reliable.		0.93> good reliable.	0.70=	0.95> 0.70= good reliable.		0.91> good reliable.	0.70=	0.94> good reliable.	0.70=	

reliability value>0.70)		

The last stage data analysis, the fitting of the structural modeling were determined of diagnosis the goodness of fitted for the structural hybrid model, as table 4 below:

Table 4 The Diagnosis for the fitting of Structural hybrid Modeling of an Attempts to the Market Position on Private Higher Education

GOFI	The Structural Hybrid Model	Remark
The absolute fit measured		
Probability	.00	Fit
Normal theory WLS Chi-Square	816.67	Indicated the smaller value was more better fit
NCP	422.67	Not small value
Interval NCP	344.62- 508.47	Big range in interval
GFI	.62	Not fit
RMR<.005	.10	Not fit
RMSEA <.08	.11	Not fit
ECVI	10.77	Nearby saturated ECVI 10.45, the model indicated fit
The incremental fit measured		
TLI/ NNFI	.93	Fit
NFI	.89	Closed fit
NNFI	.93	Fit
AGFI	.55	Not fit
RFI	.88	Closed fit
IFI	.94	Fit
CFI	.94	Fit
The parsimonious fit measured		
Normed Chi-Square/Df <3.0	905.83/394= 2.29	Fit
Model AIC	958.67	Positive value and less more indicated good fit and nearby saturated AIC value 930.00
Model CAIC	1207.16	Positive value and less more indicated good fit and nearby saturated AIC value 930.00
The other of good fit measured		
Critical N (CN)	46.42	CN<200, there was indicated the sample sized not robust for model estimated

Hypothesis testing

The structural equations modeling were an evidenced the confirmed models as below in Equation 3 and equation 4:

Market Position = .29 *Well Informational + .31* Development of Relational Institutions and

Customers + .45*Best Organizational + .53*Great Trust ………………………………………(3)

Repurchase Intentions = .55 *Great Trust …………………………………………………(4)

Furthermore, the outcome from the structural equations modeling for an attempts to the market position, we were found the t value for confirm the entire hypothesis testing that could be shown in table 5 below:

Table 5 The Evaluations for the Hypothesis of Structural hybrid Modeling of an Attempts to the Market Position on Private Higher Education

The Hyphotesis	Estimate value	T value	Remark
Ha₁: Perfect consumer informational has positively confirmed to the market position.	.29	1.18<2	Not confirmed
Ha₂: Development of Relational Institutions and Consumers has positively confirmed to the market position.	-.31	-1.32<2	Not confirmed
Ha₃: Best organizational has positively confirmed to the market position.	.45	2.69>2	Confirmed
Ha₄: Trust has positively confirmed to the market position.	.53	3.30>2	Confirmed
Ha₅: Trust has positively confirmed to the repurchase intentions.	.55	5.21>2	Confirmed

The full hybrid modeling with path is indicating that an entire hypothesis tested was not confirmed for a whole. The hypotheses results founded were confirmed with t_{value} 6.69, 3.30 and 5.21 (best organizational, great trust influenced to market position and great trust leads to repurchase intentions) that among t_{value} were more than 2. Future more, the result research that unconfirmed with t_{value} 1.18 and -1.32 (well informational and development of relational institutions and customers no affected to market position), as that shows on Fig. 11, outcome of the structural model, below:

Figure 11. An outcome of structural modeling of an Attempt to the Market Position on Private Higher education
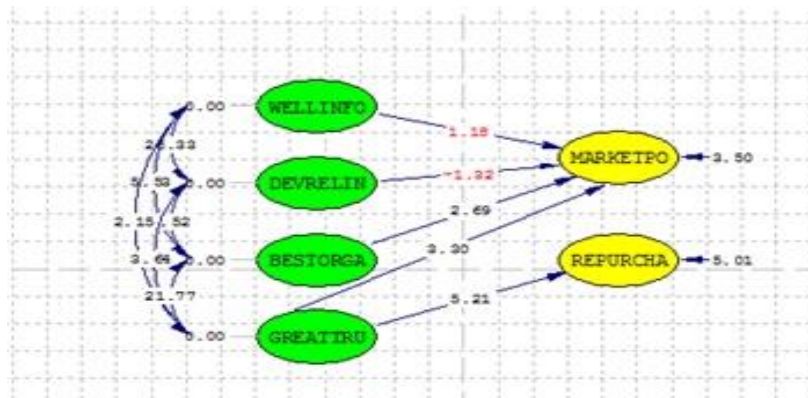
Furthermore, as the contribution with the simultaneous were 82.0 % and 31.0% for prediction the endogenous/eta variable the market position and the purchase intentions of consumers, which an essentially for examined the variance - explain estimate. Also for that closed fit model not guarantees that full hybrid model was the single best for represented of the data. Furthermore, our research still has of 18.0% and 69.0%, another of constructs' that leads on the market position and purchasing intentions, the ksi variables as follow; the other categorized of the resources pertains: financial (e.g., cash resources, access to financial markets), physical (e.g., campus's building, equipment), legal (e.g., trademark, licenses) and human (e.g., the skill and knowledge of individual employee) (Hunt, 2012). Therefore, the product involvement (Kim *et al.*, 2010), the competitive of price, and the increased for service quality, supply chain effectiveness (Taylor and Fawcett, 2001), the good of an internet display advertising (Hoban and Bucklin, 2014), the banner advertising on internet (Manchanda, et al., 2006), the benefit of segmentation on consumers (Olsen, et al., 2009) and the trust-based segmentation (Dimitriadis, et al., 2011).

As inline the Fig. 12 an outcome of full hybrid model

Figure 12. An outcome of full hybrid model of an Attempt to the Market Position on Private Higher education
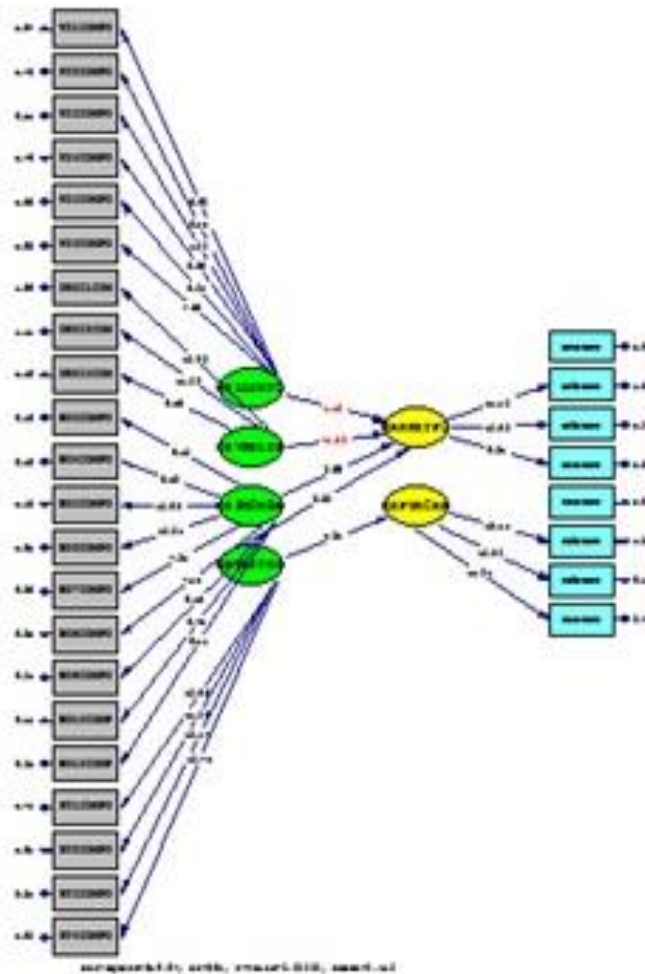
BAB V. Discussion and conclusion

The full hybrid models with closed fitted in this study was conducted with two-step approach confirmed strategic was pursue the confirmed entire hypothesis accepted. The best organizational and the great trust on institutions confirmed and leads to the market position for an institutions of higher education in Jakarta. Furthermore, the great trusted from consumers was confirmed and leads to repurchase intentions, with positive direction of influenced. The entire predicted directions were greater than zero, which obtained for a positive relationship, except the well informational no confirmed to leads on market position and then, the development of relational between an institutions with the consumers, which have negative correlation and no confirmed to leads the market position in private higher education at Jakarta. Thus, the model outcome for attempts to the market positions in private higher education at Jakarta that could be more occupying positions of competitive advantage and can continue, if the institutions must be determines continue to reinvest for all resources than would produced the competitive advantage and increased the innovation efforts..

Like, as Ko et al., (2007) provides insight on suggests standardized advertising to enhance the market, that shows there were differences among various segments. In our research the well informational that there were increased the knowledge from consumers and the competitive intelligent did not worked well to leads the market position of institutions in higher education at Jakarta. Furthermore the segmenting the market was the way for the future that well in investigated the price (Harris and Bray, 2007). Hence, in our research the market position could be diagnosis with very knowledgeable employees and efficiency the process. Thus, we were not explored the competitive price that consumer's need to accepted considered their budged. The customer concept were represented that among customers rather than customer segments appropriated for an inquiry. Meanwhile, as customers with focused more important of value net work (Karpen *et al*, 2014). In our research focused in increased the best organizational that determined by employees competences, the controls from leaders, the well policies and the human culture. Nevertheless, the loyalty index could an adequate support for market segmentation, which would be to crucial for the success for business (Donio, 2006). Therefore, in our research the consumers' loyalty determined from the repurchase intentions that leads from the great trusted from consumers

in higher education that over all of the institutions could be beliefs, honest, well integrity and great consumers trusted.

Furthermore, **the managerial perspective**, the resulted have the critical implications for the management on higher education's to improve the well planned for sustainability long life process that conducted the priority from pursue the best organizational with the robust dimensions included; well employees competence, the continue controls, well policies and the human culture. Moreover, the improved of great trust from customers for achieved the market position and repurchase intentions. Furthermore, as perspective from customers would be represents an implicit promise that institutions' had increased the dimensions as improved the knowledge from consumers and the multiple competitive intelligent more holistic, not only conducted with survey, interview and social relationships. Also, improved the development of relational between institutions with the potentials consumers and explored more at large communities not only in Jakarta.

The managers in higher education's could considered the innovativeness on learning process and always improved become the best organizations for handle many consumers, especially the competence of employees to served well, so some training and workshops must be delivered as continues and good in programmed. Furthermore, an innovativeness in controls sectors (e.g., accreditations, well system that implemented and watched system by the leaders) and innovativeness in development of relational entire the stakeholders (e.g., improved the interaction in WEB, consoling system and hotlines services), that would improved the well satisfactions from consumers and stakeholders. Similarly, Hunt (2012) that the managers should be stresses the importance of market segments, the heteregenous institutions resources, comparative advantages and marketplace positions of competitive advantage. Indeed, the great emphasis on innovation contributed to dynamism on the competitiveness between institutions.

Hence the evaluated from the resulted that ability of retailers to product availability and met to customer satisfaction (Taylor and Fawcett, 2001). Than as an image and trust of institutions would increased innovativeness behavior rather the value of consumers (Rasool et al., 2017). Meanwhile, as the contextual comprises several component pertains; search base contextual, channel based, behaviorally and in-line advertising. Hence, as reach the consumers in web was highly effective got much information of general messaging and brand. Moreover, as the common advertising

strategy would be build some awareness between the product and consumer intention so that increased the purchase (Lal and Rahman, 2013).

Then we evaluated, as is shown in Table 6, we initially the quality of among latent variables, to determined whether measurement covariance matrix could be accurately explained.

Table 6. The covariance matrix of latent variables

Constructs	Market Position	Repurchase Intentions
Well Informational	.36	-
Development pf Relational of Institutions' and Customers	.38	-
Best Organizational	.86	-
Great Trust	.85	.55

As is shown in Table 5, we could be predict that the approach to improving the mix between best organizational and great trusted from consumers may enhance the market positions and the purchasing in higher education's at Jakarta, that were considered the value of covariance matrix of latent variables (.86 and .85) with gamma value (.45 and .53) that contributed to predicted to leads the market positions and purchased. In particular the best organizational directly and better influenced and confirmed. On the basis of this result finding, we can suggest that best organizational and great trust from consumers may be an important construct when consumers find the credible of website that leads for market positions from institutions in higher educations. Therefore, the indicators of best organizational (e,g., BO5, BO6 and BO9) with the good lamda value (.90, .85 and .82) and the great trust from consumers (e.g.,GT3 and GT2) with the good lamda value (.98 and .90) were the robust for build the constructs.

A practical implication from our research pertains: First, base on our results regarding an attempt to the market position on the private higher education, it would be possible for improved the more expertise organizational in private higher education and big trust from consumers in higher education to attempt the competitive advantage of the market place position by determined the lower relative resources cost and the superior relative resources produced value and recognized the degree of repurchases intention. **Second**, as confirmed by our research modeling of an attempts

to market position were becoming as structural hybrid modeling in higher education that could be consider for making some marketing planning in the private institutions with focus on the dimensions and the indicators with have the high covariance value. Thus we determined that the impact of entire dimensions e.g., competences, controls, policies and culture could differ depending on the level of trust from the consumers, which performed in reducing consumers risks for repurchase. **Finally**, the results of our inquiry warrant more comprehensiveness perspective by consumers in higher education that the hybrid model can be evaluated more holistic. Therefore, our hybrid model confirmed would prove helpful for institutions, more insight the expertise organizational and customers trust in higher education into the relative influenced for market place position that have the competitive advantage and repurchases intentions.

   Theoretical implications from our marketing research, as after presenting the findings of the hybrid model with regards to the increasing the market positions and the purchasing on higher education in Jakarta, we can draw the following significant theoretical implications. First, we attempt to occur the relevant theory such as the organizational resources, trusted of consumers, the market positions, repurchase and an elaboration likelihood confirmatory strategy model of our research, from the context of resources advantage theory. We can understand more deeply included; the best organizational (with the dimensions e.g., competences, controls, policies and culture), the great consumers trusted (with the indicators e.g., trusted at all, honestly, well integrity and big truth), the market positions (with the dimensions e,g., very knowledgeable employee and efficiency product process) and the repurchase (with indicators e.g., always choice in the same institution, not move from the same institutions, choice to continued at the same institutions and always in the same institutions). Second, we systematically were doing improvement in explaining the market positions that could have the competitive position matrix that considered for attempted the competitive advantage that enhanced by superior relative resources - product value and have the relative resources cost. We could evaluate competitive advantage of market position and not by the consumers trusted and had best organizational of institutions on higher education's by examining whether the well informational and development relation institutions and customers for increasing the competitive advantage on market position via simultaneous that should be leads to the superior financial performance.

Furthermore, our finding would help for the consumer in higher education to achieved consumers objectives. Finally we can confirm from not entire exogenous/ ksi variables that leads to endogenous/ eta variable. In particular, we determined that this hybrid model had closed fit to improve an attempts to the market position and repurchases, so our findings, we would provide two step approach hybrid model and than doing synthesis of an items that good contributed to entire constructs. Hence, the findings can help to inform the best organizational, great consumer trusted that leads to market position and repurchase intentions.

Limitations and future research directions, this research has several limitations and for future research, that critical to evaluated of the result and contributions. **First**, the confirmed among hypothesis' result, that representative respondents and the amount of institutions, may limit for generalizability our outcome closed fit model of an attempt to the competitive advantage market place position. Therefore, the future research ought to require evaluating fit hybrid model with large respondents and with minimum for 3 institutions in private higher education and not only in one city. **Finally**, our confirmed closed fit the hybrid model did not propose more comprehensive, because focus to attempt market position and repurchase intentions from consumers in private higher education. Therefore, for future research may be necessary to build more holistic hybrid model that leads to market position and repurchases intentions. These results will help for refine more understanding by verifying and confirmation the application more factors to new hybrid model for increasing the competitive advantage of the market place position and repurchase of the consumer in private higher education.

BAB VI. Conclusion

The research allowed demonstrated that or respondents of female were more dominants, have an average of age 27.60 years old, the income lower than IDR 5 million and the private sectors occupation more dominant in the private higher education in Jakarta. An among hypothesis' were not confirmed so that could pursuit increased the competitive advantage of the market place position and repurchase intentions that were leads with well organizational and big trust from consumers in private higher education. The private higher education should be aware to build the expertise well organizational and trusted by consumers that conducted on enhanced the competitive advantage of market place position the private institutions.

The full hybrid modeling of an attempt to the market place position that have competitive advantage targeted, in this research were have data collected techniques informed the findings that are presented as three hypotheses confirmed and two hypothesis' were not confirmed. Finally, hence as to fully explore about competitive advantage of the market place position and repurchase consumer area, so that could pursuit increased more sustainability in private higher education. Moreover, on a cross-sectional study within the several private higher educations' can be useful in informing development research project aiming at pursuit the sustainability of competitive advantage on market place positions that could be impact for the superior financial performance. Indeed, that the ultimate study more critical could be for the dimensions testing of variables to reduced of the conducted from the spurious variables.

Indeed, the ultimate differences in among the institutions in private higher education in Jakarta attempt to organization learning in many ways with the formal market research, more seeking out the competitive intelligence, dissecting competitor's outcome, benchmarking and test marketing. Thus, for pursuit the marketplace with competitive advantage if the institutions places great emphasis on innovation for many aspects (Hunt, 2012).

The originality as value in this research were the full hybrid modeling of an attempts to the market place position and repurchase intention of the consumers on private higher education in Jakarta were confirmed that the three hypothesis accepted and which gained for a positive relationship. Moreover, our results demonstrated that best organizational that urge more expertise

and great trusted from would be increase of the competitive advantage of the market place position and repurchase intentions.

Appendix A.

Noted: all items are anchored for "0" (strongly disagree) – "10" (strongly agree)

The constructs, dimensions and items:

A. WELL INFORMATIONAL

1   Knowledge from Consumers

2   Competitive Intellegent

B. Development of Relational Institutions and Customers

3.1. Develop the interaction in WEB
3.2. Provide the Consulting system
3.3. Provide hotline service

C. BEST ORGANIZATIONAL

4   Competences

5   Controls

6   Policies

7   Culture

D. GREAT TRUST

8.1. The institutions can be trusted
8.2. The institutions is perfectly honest
8.3. The institutions has high integrity
8.4. I have great confidence in this institutions

E. MARKET POSITION

9   Very Knowledgeable Employee

10   Efficiency Product Process

F. REPURCHASE INTENTIONS

11.1. I always learning in this institution.
11.2. I do not consider changing this
institutions
11.3. I intend to continue
11.4. I will choose this institution that next
time I need.

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