

SEMINAR-ONLINE- NASIONAL

MANAJEMEN REFERENSI DAN SITASI BERBASIS ENDNOTE V.7 UNTUK *INTERNATIONAL MANUSCRIPTS* BY: Dr Wilhelmus Hary Susilo



8/15/2020



Dr Wilhelmus Hary Susilo- WORKSHOP
NASIONAL 2020





CV

- **LECTURE-CERTIFICATE.11103102004428.**
- **AMS(ACADEMY OF MARKETING SCIENCE) - MEMBERS ID: 50672345)- IMARC.ID: 20150122- ID ercicrssh 1804140- member of Social science & Humanities Research Association (SSHRA).**
- **Assoc. Professor (Head Lector) of Marketing Management**

Ka-Prodi MM FEB UPI YAI,

23 buku (1 International Book- LATVIA_European), 27 Internasional Journal Manuscripts (5 scopus- Q3, 1 Elsevier, Index copernicus), Presenter-International conference (Finland (Aalto University), Tokyo, Singapore (NUSS), Bali, Batam, Manado, Makasar, Jakarta (INA),etc), Int. Reviewer (Italy dan Yunani), Int. Pilot Survey; Beijing, Hanoi Vietnam, Singapore. Thw International- Symposium Judge, Korea , DOSEN S3 FEB UPI YAI, UI, DOSEN S2 MM FEB UPI YAI, UMB, PAKUAN, STIK SC, DOSEN S1 ARS TEKNIK UPI YAI.



Pertain

fenomena

Tulisan ilmiah
& Brief Guide
to using
EndNote X7

1

The research gaps

Penelitian
Business-
ilmu
Manajemen
yang baik &
How finding

endnote

Praktek
membuat-
Data base

Fenomena manuscripts

Kum (indexes)- desiminasi- REVIEW
PROCESS

Kesadaran diri

budget

Gap penelitian

Data base referensi-
grand theory
MANAJEMEN- jurnal
terkait- novelty

Tata- bahasa

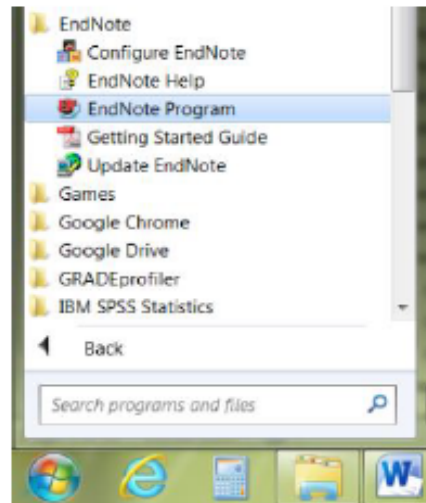
EndNote is a bibliographic software

- EndNote is a bibliographic software that **is used to store and manage all your references**. It is actually a database as Endnote Libraries. It allows you to import and organize references into groups **to easily manage many projects using the same library**.
- The references could then be **use as you write your paper or thesis, and create your bibliography** in the style of your choice.
- References can be imported from databases such as **ScienceDirect**. EndNote **works with Microsoft Word, OpenOffice.org Writer, Wolfram Mathematica, and Apple Pages**.

1. Navigating the Library Window

To start EndNote in Windows 7,

Click on the **Start** button → **All Programs** → **EndNote** → **EndNote Program**



This is the main EndNote X7 windows

The panels

The screenshot shows the EndNote X7 interface with the following panels highlighted:

- Library panel (red):** Located on the left side, it contains the 'My Library' tree view with categories like 'All References', 'Imported References', 'Unfiled', 'Trash', 'My Groups', 'Online Search', and 'Find Full Text'.
- Search panel (orange):** Located at the top center, it contains the search bar and options like 'Search', 'Options', 'Search Whole Group', 'Match Case', and 'Match Words'.
- Reference List Panel (blue):** Located in the center, it displays a list of references with columns for Author, Year, and Title.
- Tabs panel (green):** Located on the right side, it contains the 'Reference' tab and the 'Attached PDFs' section, showing details for a selected reference.

Author	Year	Title
Al-Dirini, R. M.; Reed, M. P.; Hu, J.; ...	2016	Development and Validation of a Hi
Fatima, N.	2016	<i>In-Vitro</i> Compar
Fatima, N.; Ali Abidi, S. Y.; Meo, A. A.	2016	<i>In Vitro</i> Comparative Study
Gao, Y.; Cronin, N. J.; Pesola, A. J.; F...	2016	Muscle activity patterns and spinal
Garcia-Gonzalez, R.; Aldezabal, A.; L...	2016	Influence of Snowmelt Timing on th
Guan, A.; Wang, Y.; Phillips, K. S.; Li...	2016	A contact-lens-on-a-chip companio
Kamaraj, D. C.; Dicianno, B. E.; Maha...	2016	Inter-Rater Reliability of the Power
Karakolis, T.; Barrett, J.; Callaghan, ...	2016	A comparison of trunk biomechanic
Lamprecht, M. R.; Elkin, B. S.; Kesav...	2016	Strong correlation of genome-wide
Lawn, S.; Westwood, T.; Jordans, S.; ...	2016	Support Workers Can Develop the S
Lee, H. C.; Yoo do, H.; Testa, M.; Shi...	2016	Effective dose evaluation of NORM-
Marker, R. J.; Balter, J. E.; Nofsinger...	2016	Upper trapezius muscle activity in h
Matsumoto, T.; Fujimori, K.; Andoh...	2016	Functional Neurons Generated from
Pereira, M. J.; Straker, L. M.; Coman...	2016	Inter-rater reliability of an observat
Piranveyseh, P.; Motamedzade, M.; ...	2016	Association between Psychosocial, (
Sahu, S. C.; Roy, S.; Zheng, J.; Ihrle, J.	2016	Contribution of ionic silver to geno
Singman, E. L.; Daphalapurkar, N.; ...	2016	Indirect traumatic optic neuropathy
Weidemann, E.; Andersson, P. L.; Bl...	2016	14th congress of combustion by-pr

The menu bar

Brief Guide to using EndNote X7



Membuat data base

- 1. Insert individual.
- 2. Insert dari data base Jurnal tertentu

3. Cite from google

Google Scholar Citation

- Search the articles in Google Scholar, <http://scholar.google.com/>
- Select **Cite** at the bottom of the article you like to export.

The screenshot shows a Google Scholar search for "Ergonomics AND Office". The search bar contains the text "Ergonomics AND Office" and a search button. Below the search bar, it says "Scholar About 151,000 results (0.04 sec)". There are buttons for "My Citations" and a notification bell with the number "2".

The search results are listed under the "Articles" tab. The first article is "Ergonomics in Office-Based Surgery: A Survey-Guided Observational Study" by AC Esser, JG Koshy, and HW Randle, published in Dermatologic Surgery in 2007. The abstract mentions "OBJECTIVE Using Mohs surgery as a model, we investigated the role of ergonomics in office-based surgery to limit work-related musculoskeletal disorders. METHODS All Mayo Clinic surgeons currently performing Mohs surgery and Mohs surgeons trained at Mayo ...". The article has been cited by 29 others. At the bottom of the article entry, there are links for "Cite" (highlighted with a red box) and "Save".

The second article is "[CITATION] Industrial ergonomics: Case studies" by BM Pulat and DC Alexander, published in 1991. It has been cited by 31 others. There are also "Cite" and "Save" links for this article.

- A pop-up window appear
- Select **EndNote**

Perhatikan Index Journal

- SCOPUS- CEK SJR
- INDEX COPERNICUS

Bagaimana konteks manage referensi dengan keilmuan manajemen?

Bidang ilmu manajemen sesuai konsentrasinya

Memahami penelitian yang baik

Memahami kesenjangan penelitian

Memahami isi Jurnal dengan baik

Yang terpenting juga memahami Teori Ilmu Manajemen dengan baik

Penelitian yang baik

What is good research
(Cooper dan Schindler, 2014)

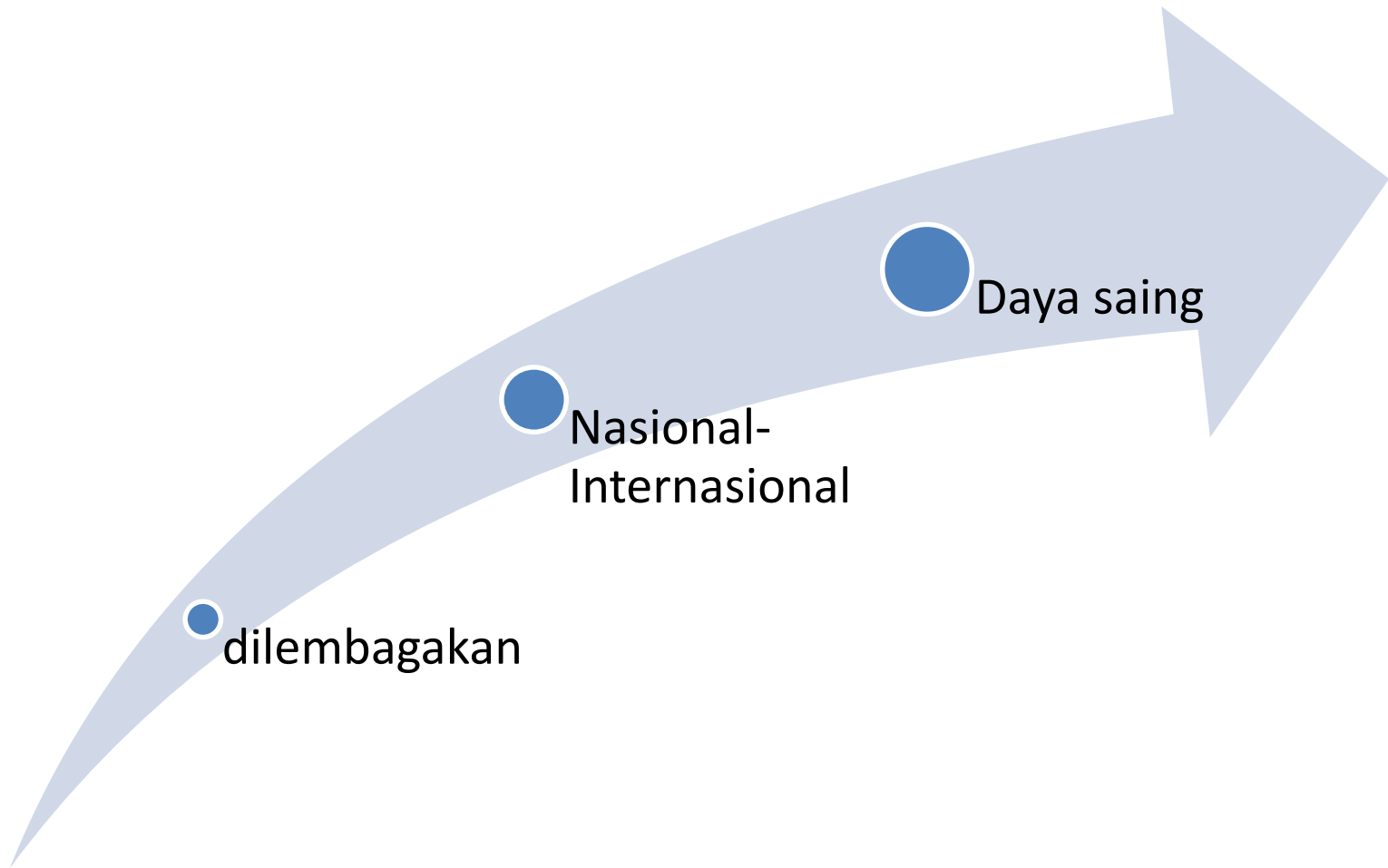
Good research

Follow the
standards →
scientific
method

systematic

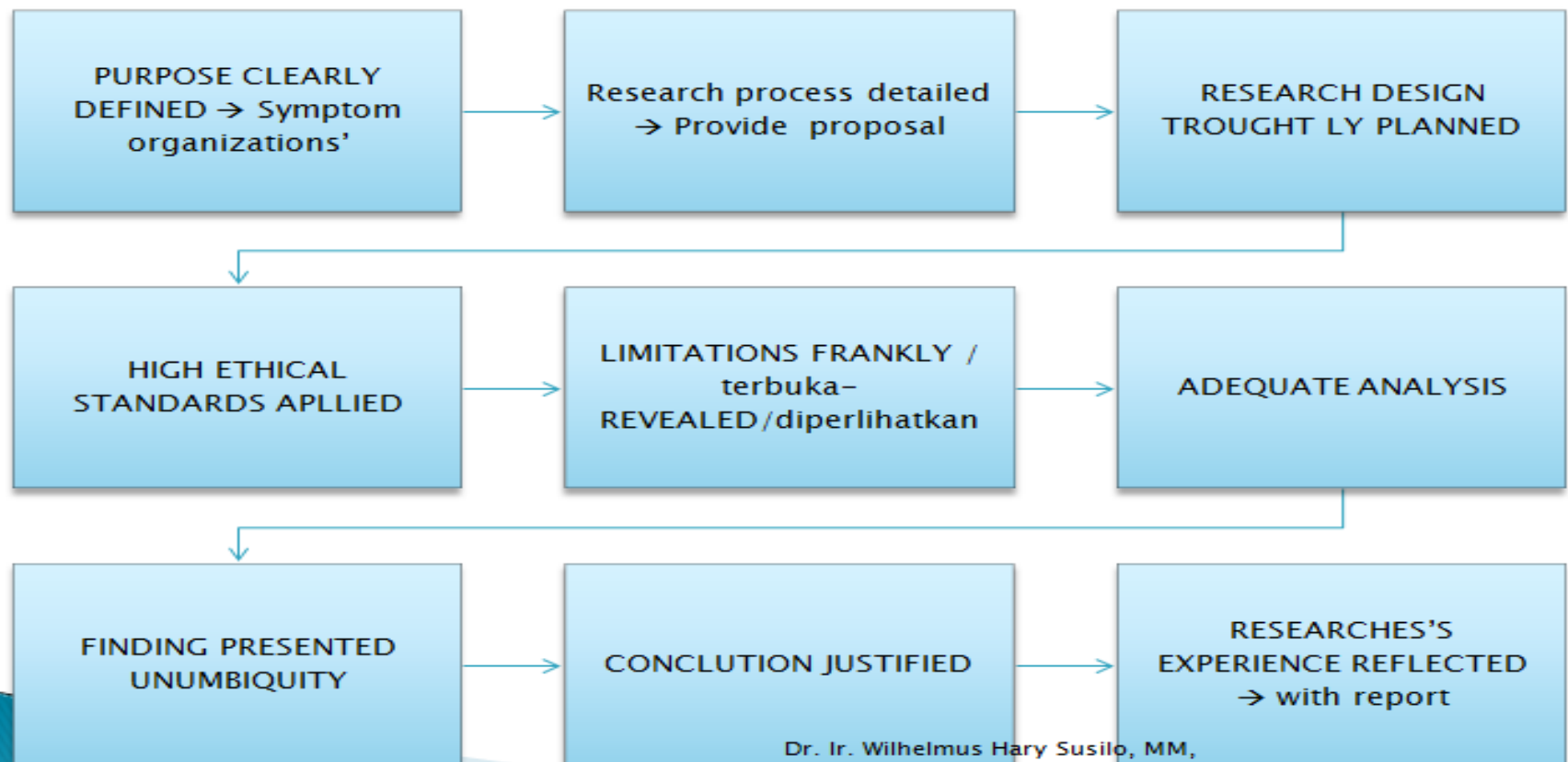
Empirically
base on
procedure

The ethic clearance



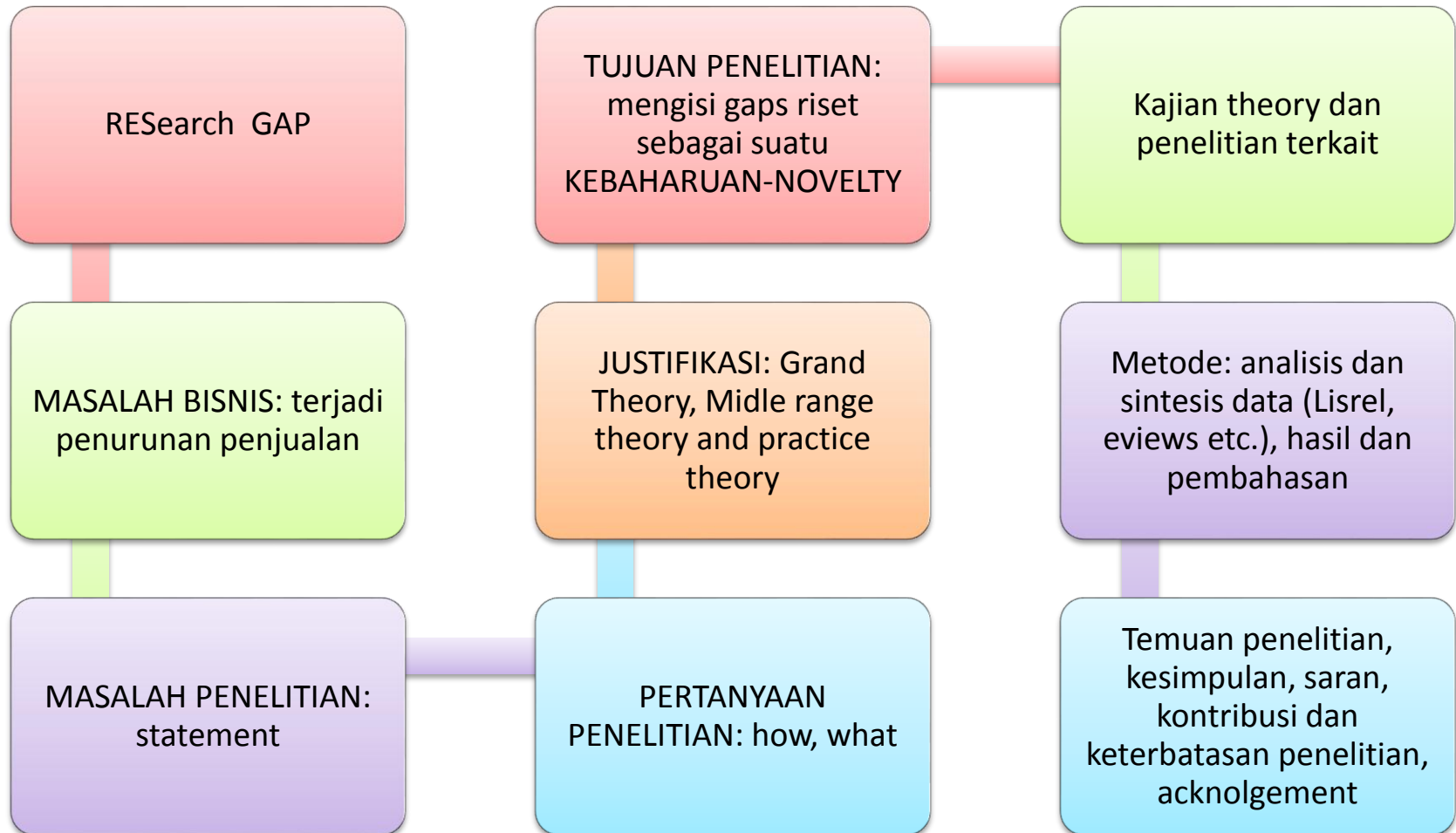
Sembilan dimensi

The 9-DIMENSIONS of the CHARACTERISTICS OF RESEARCH SCIENTIFIC METHOD



Dr. Ir. Wilhelmus Hary Susilo, MM,
IAI, IMARC, SSHRA - POST-GRADUATE FEB_UPI YAI 12/22/2019

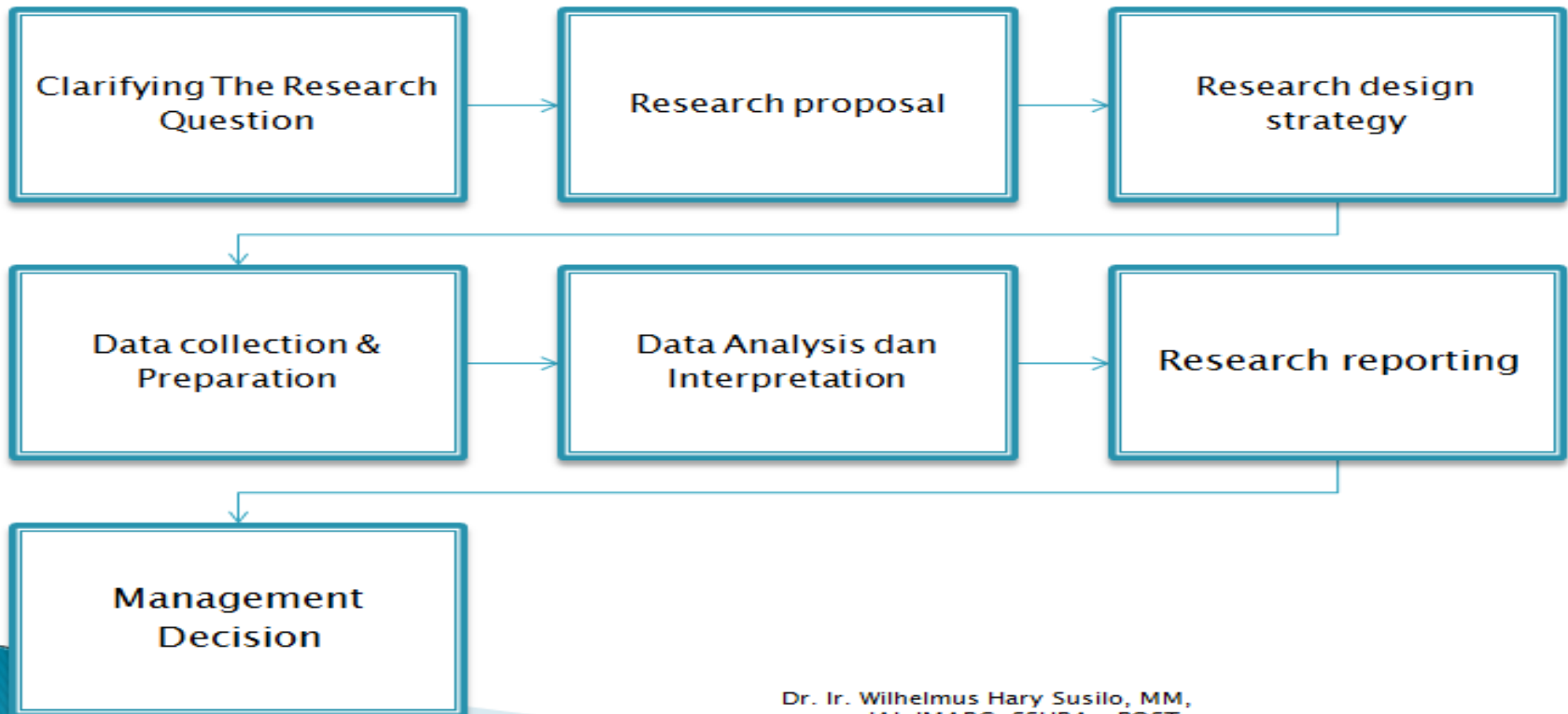
LOGIKA PENELITIAN



Proses penelitian bisnis

THE RESEARCH PROCESS,

Cooper dan Schindler, 2014)



Dr. Ir. Wilhelmus Hary Susilo, MM,
IAI, IMARC, SSHRA – POST-GRADUATE FEB_UPI YAI 12/22/2019

RESEARCH GAP- AN IDEA FOR MANUSCRIPTS

PIRAMIDA BERPIKIR BLOOM TAXONOMI

**MENILAI SINTESIS (MENILAI,
MENELAHAH, MEMPERTAHKAN DAN MEMBERI
PIKIRAN KRITIS) – CIPTA KARYA BARU & ORISINAL**

MENERAPKAN – MENGANALISIS

**MENGINGAT –
MEMAHAMI**

The 5 research gap- generating for an idea of manuscripts (Prof. Augusty)

Kesenjangan penelitian merupakan hal yang dianggap celah yang harus digali dan dikembangkan menjadi suatu penelitian bisnis

1. Tatanan konseptual baik tetapi teori tidak ada (open-ended)

2. Masalah penelitian yang belum selesai (hipotesis utama di tolak) → digunakan konsep mediasi)

3. Hasil penelitian yang memberikan konklusi yang tidak kuat. → paradigma dan solusi

4. Hasil penelitian baik tetapi terdapat banyak ketidakjelasan proses atau peran. → input-proses-output dengan mengisi Intervening yg dikembangkan dari Grand Theory secara ONTOLOGI pemikiran bebas-hakekat

5. Gap- dgn Masalah yang dikembangkan dari KELEMAHAN penelitian sebelumnya.

KOMBINASI- THEORITIKAL GAPS- RESEARCH GAPS DENGAN BISNIS- GAP

1. PREPARING AN APPROPRIATE MODEL.

2. WHAT KINS OF COMBINATION OF VARAIBLES TO EXPLAIN THE
PARADIGMN?

3. WHAT KIND OF RELATION IS ASSUMED AND
ANALYZED BETWEEN VARIABLES?

4. IS YOUR MODEL TO
ANALYZED THE REVIEW
PARADIGMN BASE ON
THE PREVIOUS STUDIES?

5. IS AN APPROPRIATE
HYPHOTHESIS
PROPOSED?

6. IS THE METHOD FOR
MEASUREMENT OF A
VARIABLES DECIDED?

7. CAN MEASURING
VARIABLES BE CERTAINLY
CONTROLLED?

2 APPROACH



GAPS NO 4

STILL INCONCLUSIVE

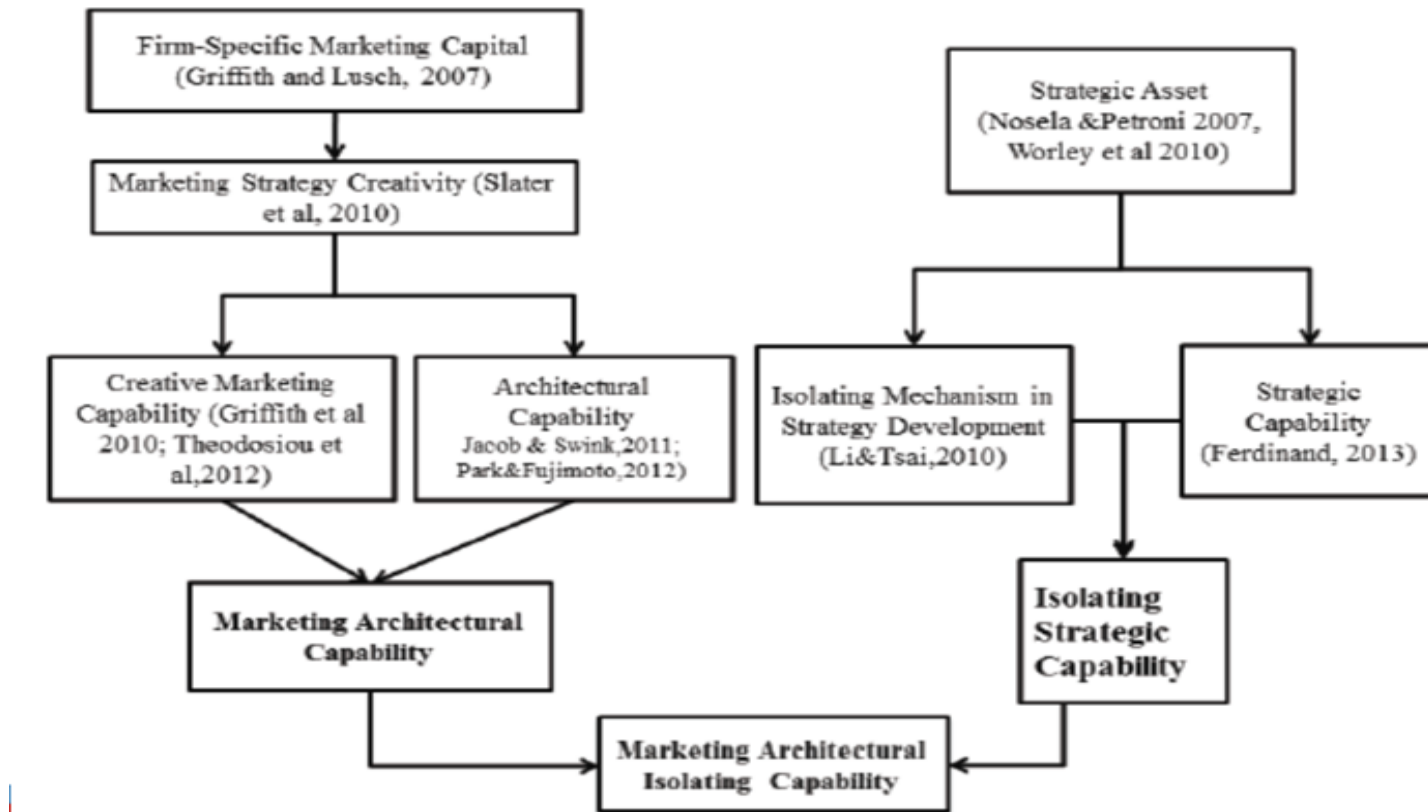
Those finding indicated clearly a research gap, that study on influence the antecedents to

Competitive
advantage

The among study were still inconsculsive

PROSES SINTESIS MENGGISI GAP PENELITIAN

Figure 1
Synthesis Process of MAIsCap Concept



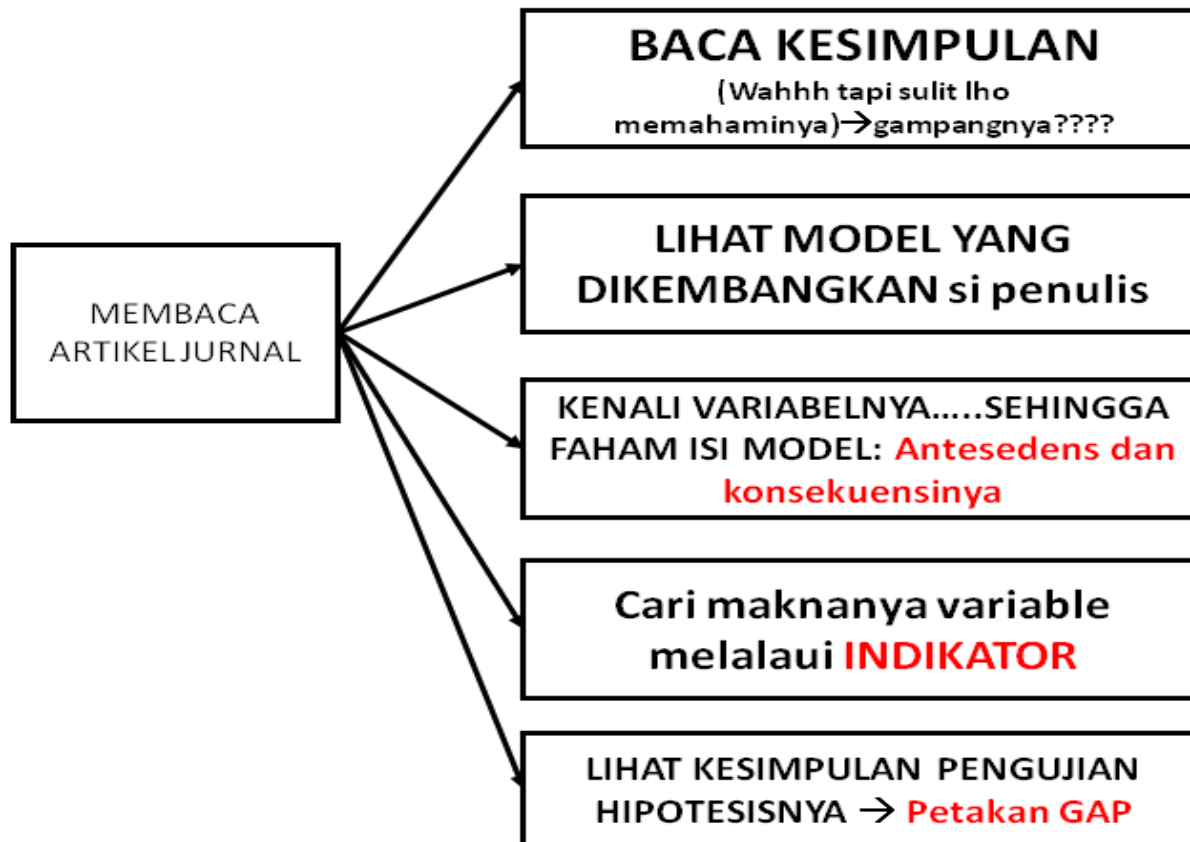
CONTOH MENULISKAN TUJUAN PENELITIAN YANG MEMILIKI NOVELTY

TUJUAN PENELITIAN

Penelitian ini bertujuan mengeksplorasi hubungan antara orientasi pelanggan terhadap kinerja tenaga penjualan serta mengeksploitasikannya ke dalam model konseptual baru yang berpijak pada dua teori utama yaitu Resource Advantage theory of competion and Service Dominant Logic.

Sumber : Disertasi Hidayat, 2018 Lab Sains Pemasaran DIM PSDIE FEB Undip

TEKNIK MEMAHAMI ARTIKEL JURNAL



THEORY- ORGANIZATIONAL

THEORY OF MANAGEMENT SCIENCE & ORGANIZATION 12/6/2019

THE ORGANIZATIONAL THEORY

THEORY

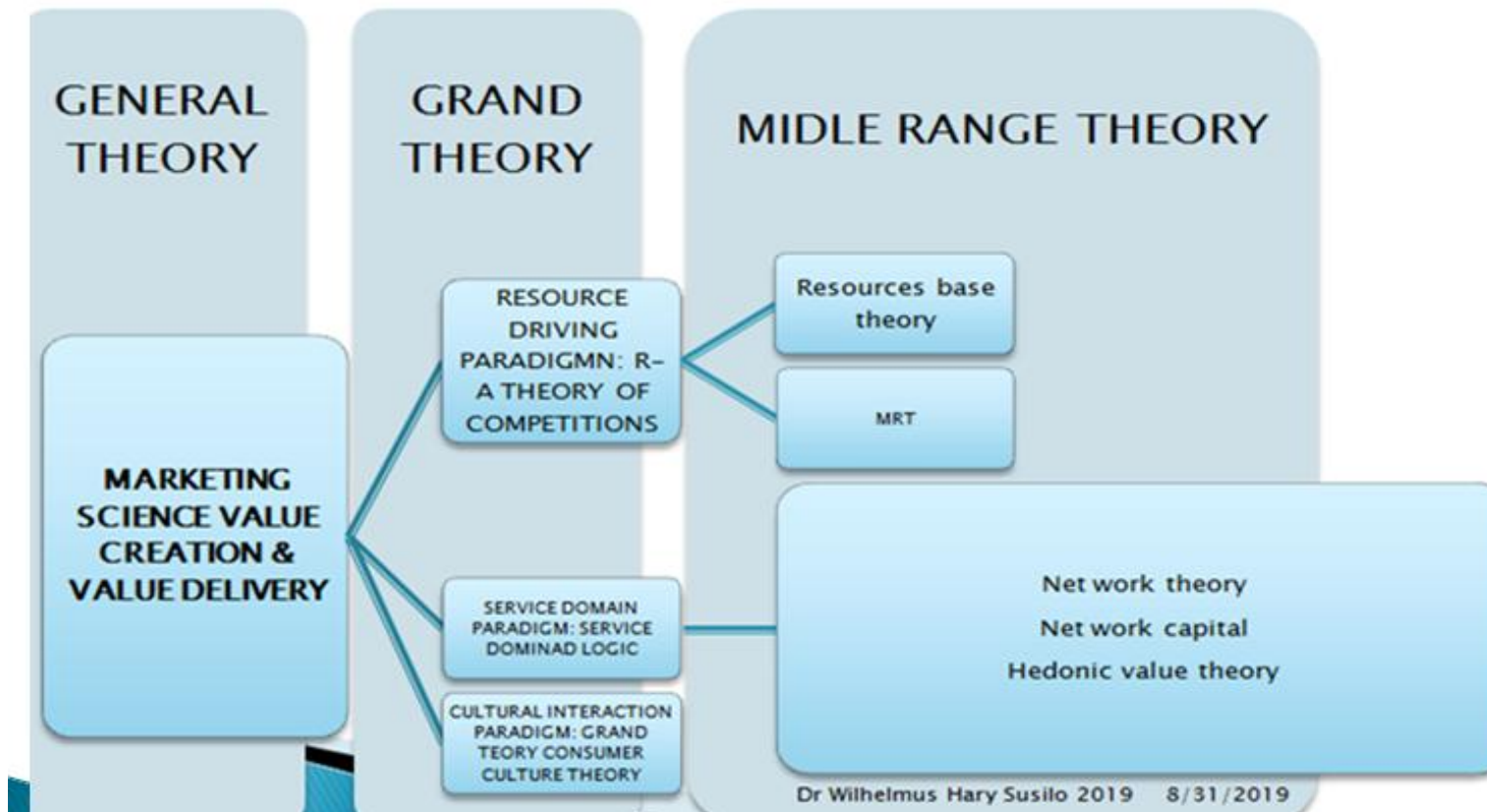
1. ADJUSTMENT-COST THEORY OF THE FIRM, 2. AGENCY, 3. BEHAVIORAL THEORY OF FIRM, 4. BOUNDED RATIONALITY THEORY, 5. COMPETENCE BASED THEORY, 6. CONTINGENCY THEORY, 7. ECLECTIC THEORY OF INTERNATIONALA PRODUCTIONS, 8. GAME THEORY, 9. INDUSTRIAL ORGANIZATION, 10. INFORMATION ECONOMICS THEORY, 11. INSTITUTIONAL THEORY.

12. KNOWLEDGE-BASED VIEW OF THE FIRM, 13. NETWORK THEORY, 14. ORGANIZATIONAL ECOLOGY, 15. PROSPECT THEORY, 16. REAL OPTIONS THEORY, 17. RESOURCE-ADVANTAGE THEORY, 18. RESOURCE-BASED VIEW OF THE FIRM, 19. RESORCE DEPENDENCE THEORY, 20. SERVICE- DOMINANT LOGIC, 21. SIGNALING THEORY.

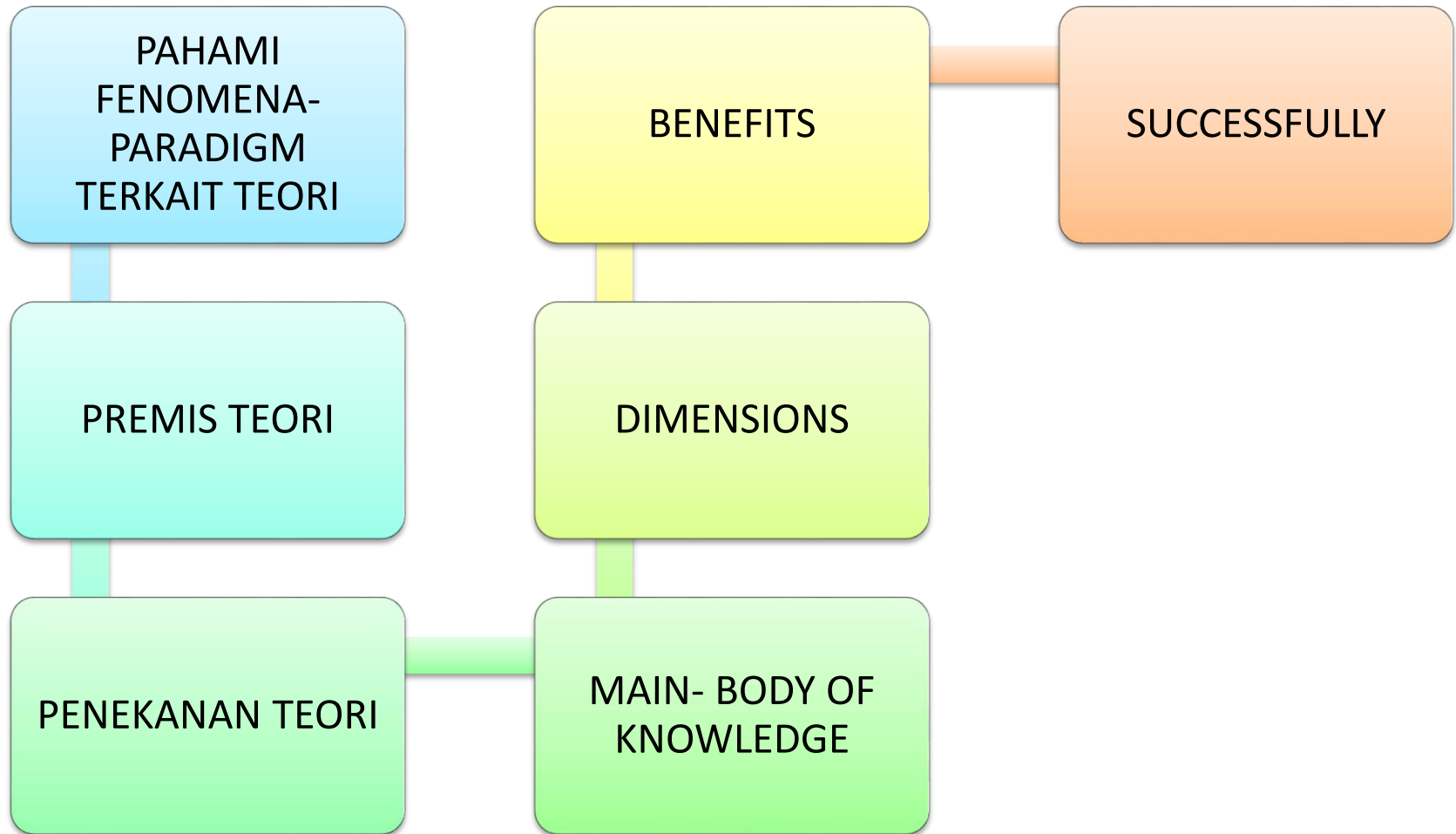
22. SOCIAL CAPITAL THEORY, 23. STAKEHOLDER THEORY, 24. STRATEGIC CHOICE THEORY, 25. SYSTEM THEORY, 26. THEORY OF COMPETITIVE RATIONALITY, 27. THEORY OF MULTIMARKET COMPETITIONS, 28. THEORY OF THE GROWTH OF THE FIRM, 29. THEORY OF THE MULTINATIONAL ENTREPRISE, 30. TRANSACTION COST ECONOMICS, 31. UPPER ECHELONS THEORY.

HINDARI “ISTANA PASIR”

The foundations in scientific



TAHAP MELAKUKAN LITERATURE REVIEW PADA SUATU TEORI



THE R-A THEORY

BACK GROUND ON RESOURCES- ADVANTAGE THEORY (Hunt, 2011,pp73)

REVIEWING in strategic
managemen,
concerning: resources-
based strategy.

Misguided pada
indudtrial stategy
development.

Heterogeneous demand
theory

Should be able to
explain the reason of
exsistence of firm and
what limit of size and
scopes

Evolutionary Process
Theory of competition

PREMISES

THE FOUNDATION 9 PREMISES OF R-A THEORY

1. Demand is heterogeneous across industries, within industries and dynamic

2. Consumer information is imperfect/tidak sempurna and costly

3. Human motivation is constrained self-interest seeking.

4. The firm's objective is superior financial performance

5. The Firm's informations is imperfect/tidak sempurna and costly

NEXT

6. The Firm's resources are financial, physical, legal, human, organizational, informational and relational.

7. Resources characteristic are heterogeneous and imperfectly mobile.

8. The role of management is to recognize, understand, create, select, implement and modify strategies.

9. Competitive dynamics are disequilibrium-provoking, with innovation endogenous.

THE STRESSES

R-A THEORY STRESSES THE
IMPORTANT OF

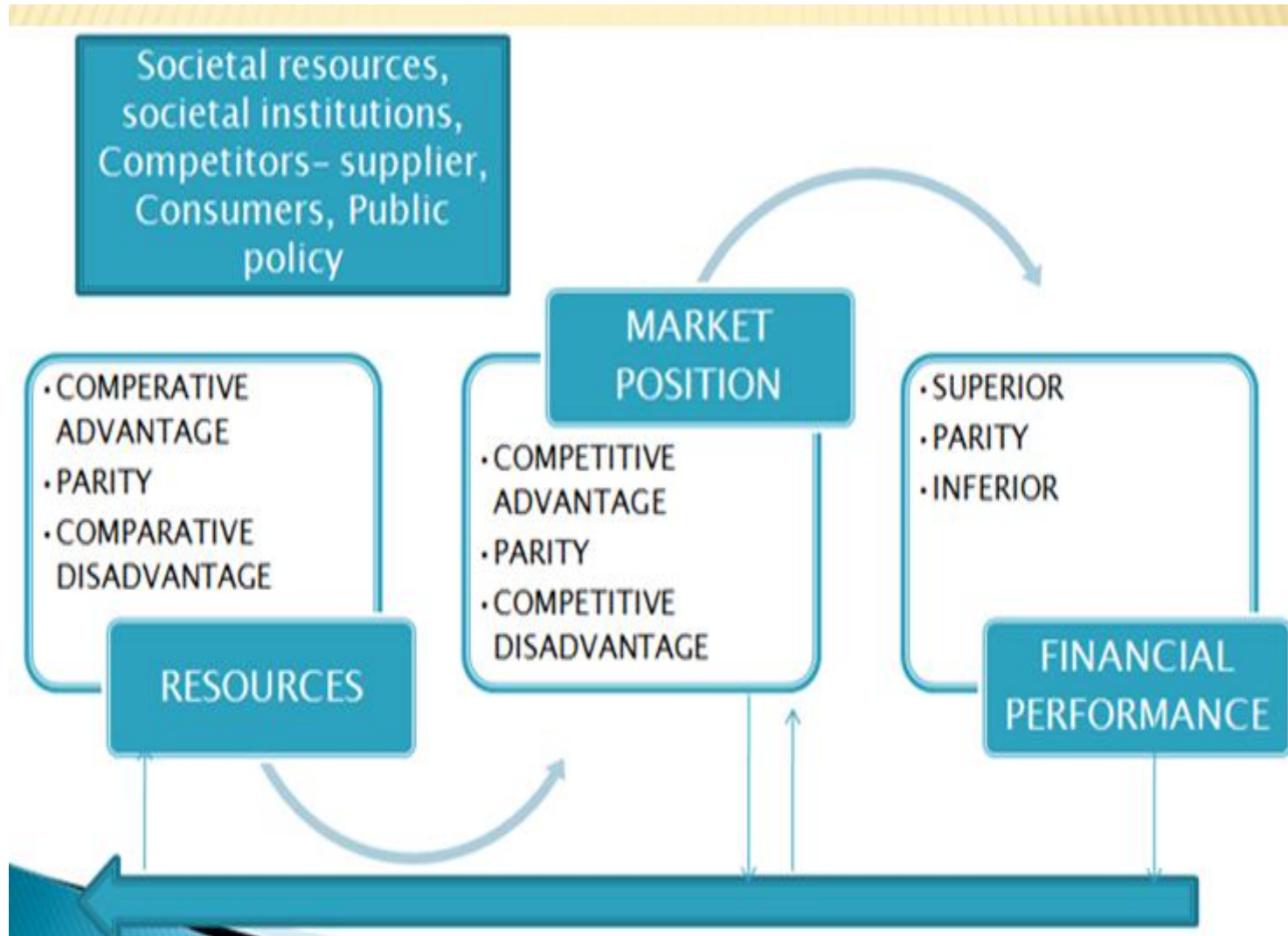
1. MARKET SEGMENTS

2. HETEROGENEOUS FIRM
RESOURCES

3. COMPARATE
ADVANTAGE/
DISADVANTAGE IN
RESOURCES

4. MARKETPLACE
POSITIONS OF
COMPETITIVE
ADVANTAGE/
DISADVANTAGE

MAIN-BODY OF KNOWLEDGE



THE BODY OF KNOWLEDGE

THE CATEGORY AS THE VARIABLES FOR RESEARCH

1. FINANCIAL: CASH RESOURCES, ACCES TO FINANCIAL MARKET

2. PHYSICAL: PLANT, EQUIPMENT

3. LEGAL: TRADEMARKS, LICENCES

3. HUMAN: SKILL AND KNOWLEDGE OF INDIVIDUALS EMPLOYEE

4. ORGANIZATIONAL: COMPETENCES, CONTROLS, POLICY, CULTURE

5. INFORMATIONAL: KNOEDLEGE FROM CONSUMERS AND COMPETITIVE INTELLEGT

6. RELATIONAL: RELATIONSHIPS WITH SUPPLIERS AND CUSTOMERS

KEBERHASILAN

FIVE FACTORS SUBSTANTIALLY EXPLAIN R-A THEORY'S SUCCESS

1. ADDRESSES IMPORTANT ISSUES IN BOTH MACROMARKETING AND MICROMARKETING

2. EXHIBITS HIGH EXPLANATORY AND PREDICTIVE POWER

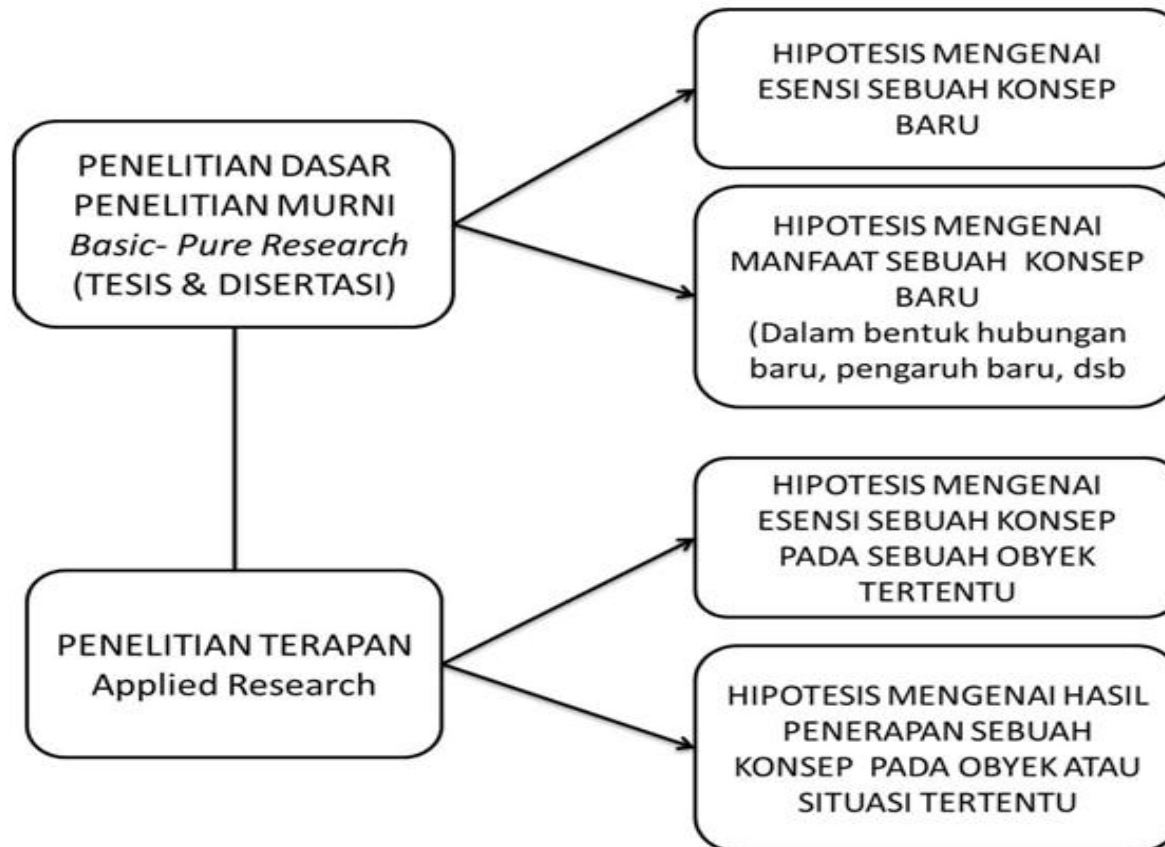
3. RESPECT OTHER DISCIPLINE' LITERATURES

4. HAS BEEN PUBLISHED IN NON MARKETING JOURNALS

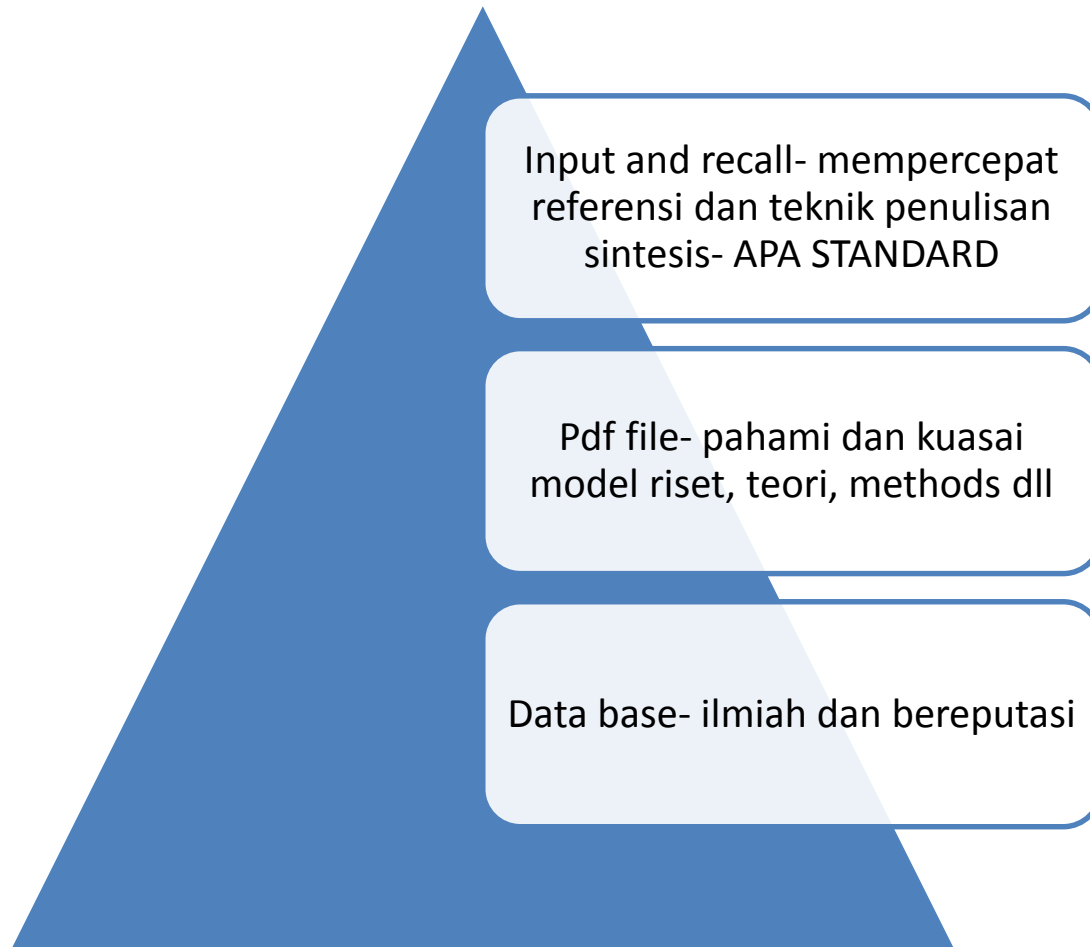
5. HAS NORMATIVE IMPLICATIONS FOR MARKETING

DESIGN RISET DAN HIPOTESIS

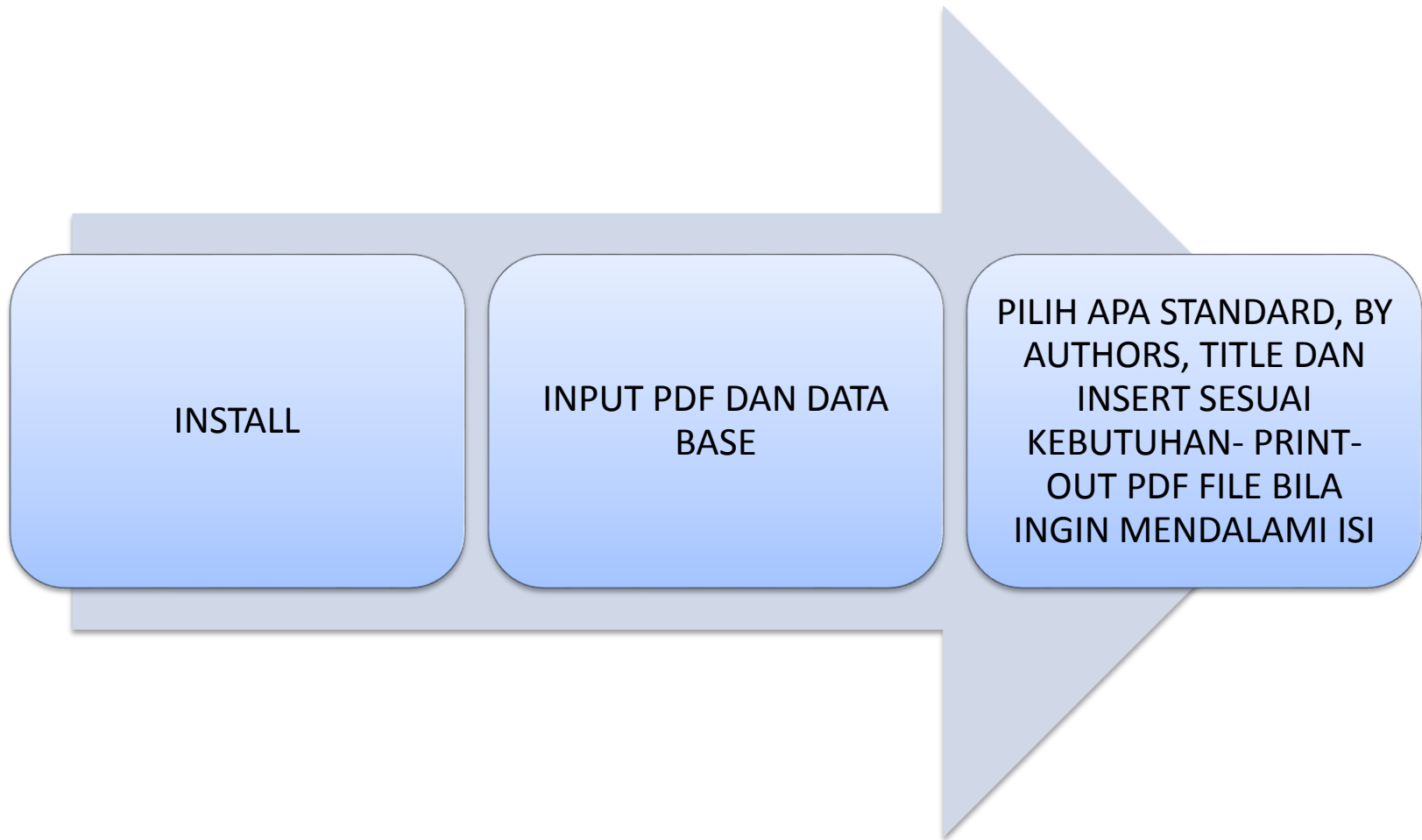
UJI HIPOTESIS sesuai dengan klasifikasi penelitian



The EndNote



LANGKAH



TERINSTALL



The screenshot shows a PowerPoint presentation window with the title bar 'WORKSHOP- NASIONAL- 2020- Dr WHS- KAPRODI MM FEB UPI YAI - M'. The ribbon includes Home, Insert, Design, Animations, Slide Show, Review, View, and EndNote X7. The slide content is as follows:

LANGKAH

INSTALL INPUT PDF DAN DATA BASE PILIH APA STANDARD, BY ADUTHORS, TITLE DAN INSERT SESUAI KEBUTUHAN- PRINT-OUT PDF FILE BILA INGIN MENDALAMI ISI

12/22/2019 Dr Wilhelmus Hary Susilo- WORKSHOP NASIONAL 2020 28

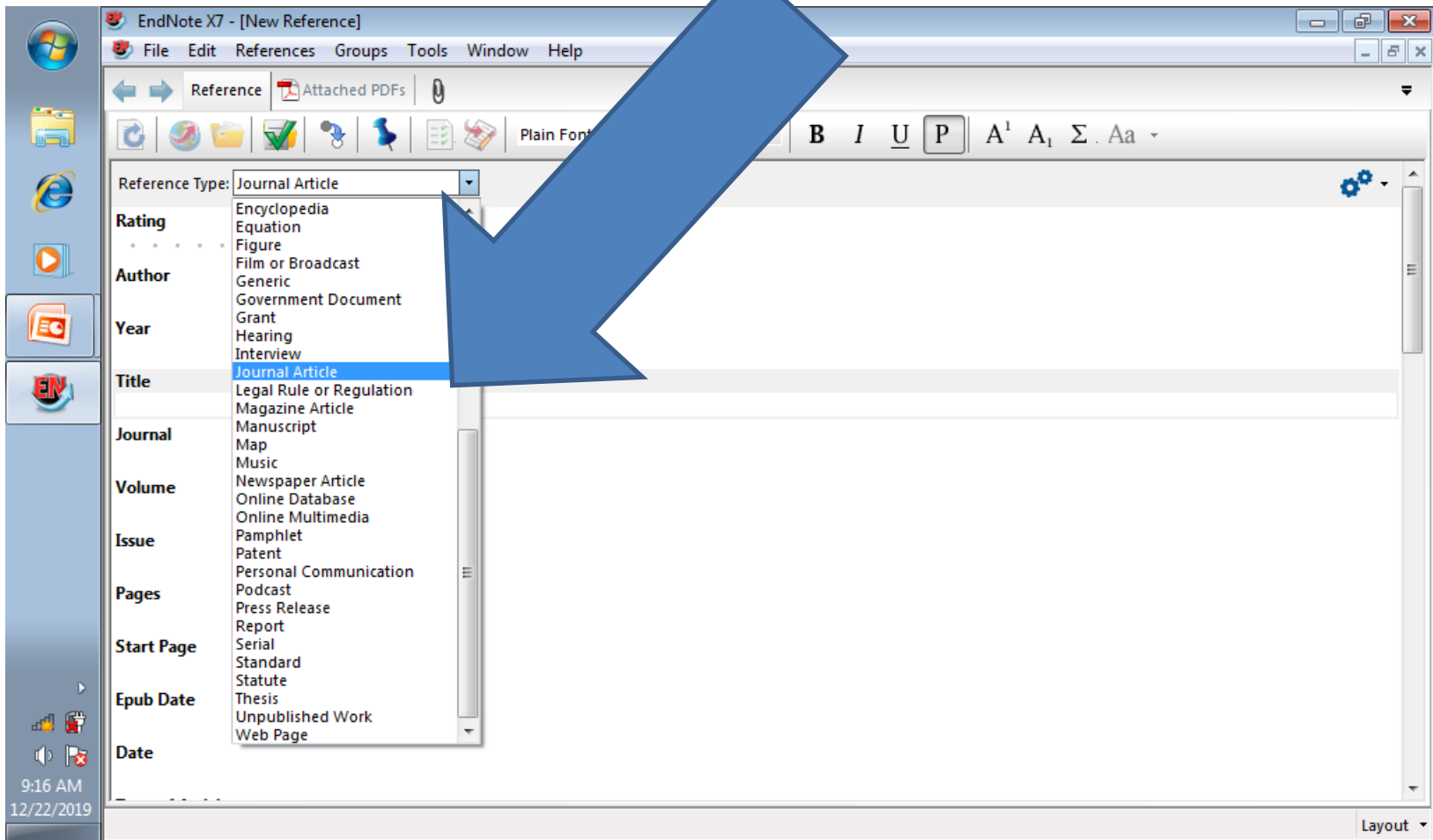
Click to add notes

Slide 28 of 42 "Office Theme"

GO TO ENDNOTE

The screenshot displays the Microsoft PowerPoint interface. The ribbon is set to the 'EndNote' tab, which includes options like 'Go to EndNote', 'EndNote Help', and 'EndNote Tools'. A blue arrow points to the 'Go to EndNote' button. A tooltip is visible over this button, containing the text: 'Go to EndNote', 'Bring EndNote to the front of your screen. It launches EndNote if it is not already running.', and 'EndNote PowerPoint Add-in Press F1 for more help.'. The main slide area shows a slide with a title 'Click to add text', a bulleted list item 'Click to add text', and a footer with the date '12/22/2019', the name 'Dr Wilhelmus Hary Susilo- WORKSHOP NASIONAL 2020', and the slide number '30'. The status bar at the bottom indicates 'Slide 30 of 42' and 'Office Theme'.

INSERT NEW REFERENCE- SATU PERSATU



MUNCUL 8200- DATA BASE BERDASARKAN AUTHORS

INSIDE THE ENDNOTE

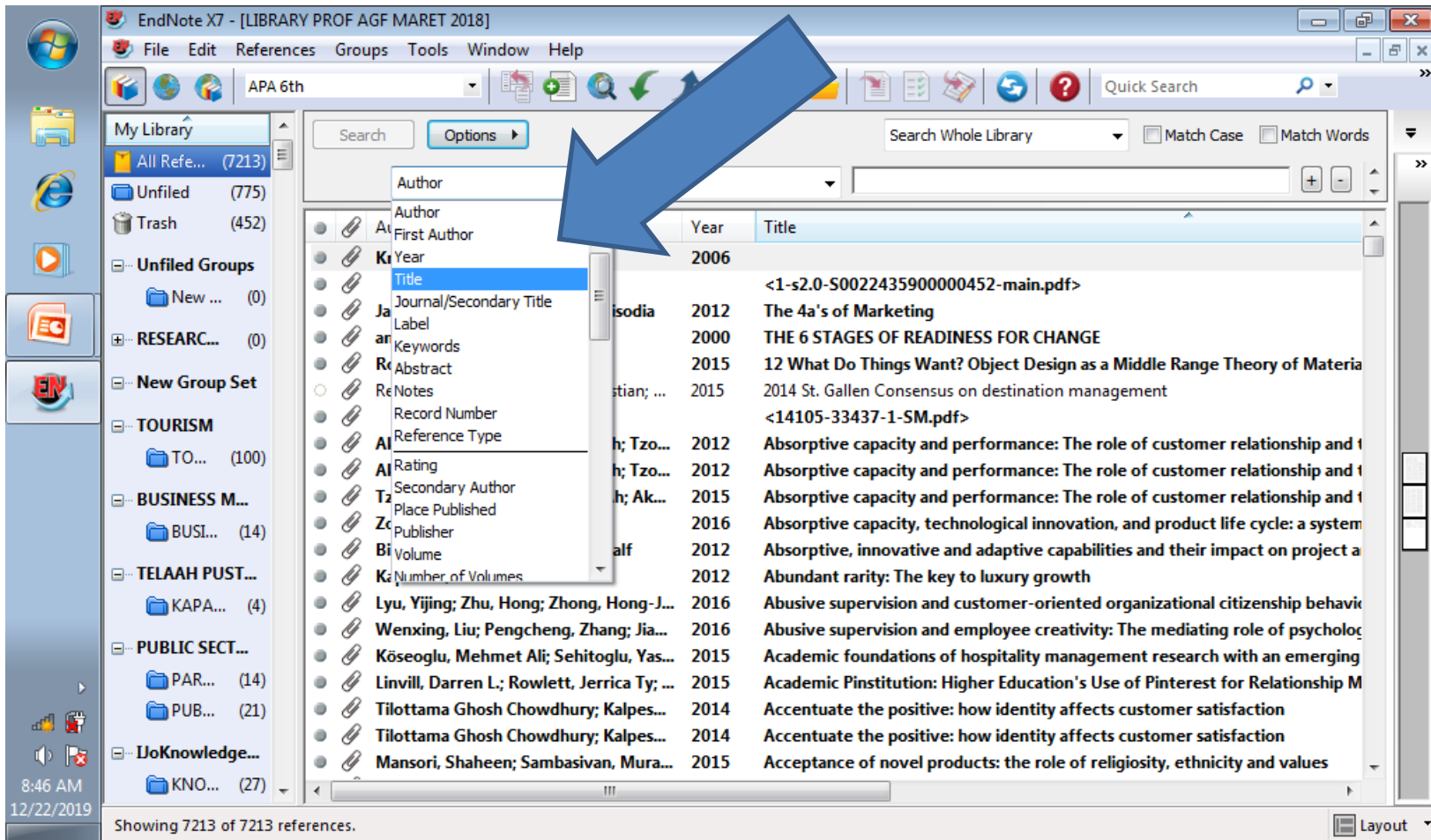
The screenshot displays the EndNote X7 interface with the following components:

- Menu Bar:** File, Edit, References, Groups, Tools, Window, Help.
- Toolbar:** Includes icons for file operations, search, and navigation. The search bar is set to "APA 6th" and "Quick Search".
- Left Panel (My Library):** Shows a tree view of the library structure, including "All Refe... (7213)", "Unfiled (775)", "Trash (452)", and various groups like "RESEARC...", "TOURISM", "BUSINESS M...", "PUB...", and "KNO... (27)".
- Main Reference List:** A table of references sorted by author. The first entry is highlighted in blue.

Author	Year	Title
Kraftl, Peter	2006	<1-s2.0-S0022435900000452-main.pdf>
Jagdish N. Sheth; Rajendra S. Sisodia	2012	The 4a's of Marketing
anonim	2000	THE 6 STAGES OF READINESS FOR CHANGE
Robb, John	2015	12 What Do Things Want? Object Design as a Middle Range Theory of Materiality
Reinhold, Stephan; Laesser, Christian; ...	2015	2014 St. Gallen Consensus on destination management
Akbar, Hammad; Kim, Young Ah; Tzo...	2012	<14105-33437-1-SM.pdf>
Akbar, Hammad; Kim, Young Ah; Tzo...	2012	Absorptive capacity and performance: The role of customer relationship and trust
Tzokas, Nikolaos; Kim, Young Ah; Ak...	2015	Absorptive capacity and performance: The role of customer relationship and trust
Zou, B.; Guo, F.; Guo, J.	2016	Absorptive capacity, technological innovation, and product life cycle: a system dynamics approach
Biedenbach, Thomas; Müller, Ralf	2012	Absorptive, innovative and adaptive capabilities and their impact on project performance
Kapferer, Jean-Noël	2012	Abundant rarity: The key to luxury growth
Lyu, Yijing; Zhu, Hong; Zhong, Hong-J...	2016	Abusive supervision and customer-oriented organizational citizenship behavior
Wenxing, Liu; Pengcheng, Zhang; Jia...	2016	Abusive supervision and employee creativity: The mediating role of psychological distance
Köseoglu, Mehmet Ali; Sehitoglu, Yas...	2015	Academic foundations of hospitality management research with an emerging market perspective
Linville, Darren L.; Rowlett, Jerrica Ty; ...	2015	Academic Pinstitution: Higher Education's Use of Pinterest for Relationship Marketing
Tilottama Ghosh Chowdhury; Kalpes...	2014	Accentuate the positive: how identity affects customer satisfaction
Tilottama Ghosh Chowdhury; Kalpes...	2014	Accentuate the positive: how identity affects customer satisfaction
Mansori, Shaheen; Sambasivan, Mura...	2015	Acceptance of novel products: the role of religiosity, ethnicity and values

Showing 7213 of 7213 references.

BISA PILIH BERDASAR TITLE APABILA TIDAK INGAT NAMA PENULIS



The screenshot shows the EndNote X7 interface. The search filter dropdown menu is open, and 'Title' is selected. A blue arrow points to this selection. The main window displays a list of references with columns for Author, Year, and Title.

Author	Year	Title
	2006	<1-s2.0-S002243590000452-main.pdf>
isodia	2012	The 4a's of Marketing
	2000	THE 6 STAGES OF READINESS FOR CHANGE
	2015	12 What Do Things Want? Object Design as a Middle Range Theory of Materiality
stian; ...	2015	2014 St. Gallen Consensus on destination management
		<14105-33437-1-SM.pdf>
h; Tzo...	2012	Absorptive capacity and performance: The role of customer relationship and t
h; Tzo...	2012	Absorptive capacity and performance: The role of customer relationship and t
h; Ak...	2015	Absorptive capacity and performance: The role of customer relationship and t
	2016	Absorptive capacity, technological innovation, and product life cycle: a system
	2012	Absorptive, innovative and adaptive capabilities and their impact on project a
	2012	Abundant rarity: The key to luxury growth
Lyu, Yijing; Zhu, Hong; Zhong, Hong-J...	2016	Abusive supervision and customer-oriented organizational citizenship behavio
Wenxing, Liu; Pengcheng, Zhang; Jia...	2016	Abusive supervision and employee creativity: The mediating role of psycholog
Köseoglu, Mehmet Ali; Sehitoglu, Yas...	2015	Academic foundations of hospitality management research with an emerging
Linville, Darren L.; Rowlett, Jerrica Ty; ...	2015	Academic Pinstitution: Higher Education's Use of Pinterest for Relationship M
Tilottama Ghosh Chowdhury; Kalpes...	2014	Accentuate the positive: how identity affects customer satisfaction
Tilottama Ghosh Chowdhury; Kalpes...	2014	Accentuate the positive: how identity affects customer satisfaction
Mansori, Shaheen; Sambasivan, Mura...	2015	Acceptance of novel products: the role of religiosity, ethnicity and values

SELECT STYLE – APA 6TH

The screenshot shows the EndNote X7 interface. The 'Style' menu is open, and 'APA 6th' is selected. A blue arrow points to this selection. The main window displays a list of references in a table format with columns for Year and Title.

Year	Title
2006	<1-s2.0-S0022435900000452-main.pdf>
2012	Jagdish N. Sheth; Rajendra S. Sisodia The 4a's of Marketing
2000	anonim THE 6 STAGES OF READINESS FOR CHANGE
2015	Robb, John 12 What Do Things Want? Object Design as a Middle Range Theory of Materiality
2015	Reinhold, Stephan; Laesser, Christian; ... 2014 St. Gallen Consensus on destination management
	<14105-33437-1-SM.pdf>
2012	Akbar, Hammad; Kim, Young Ah; Tzo... Absorptive capacity and performance: The role of customer relationship and t
2012	Akbar, Hammad; Kim, Young Ah; Tzo... Absorptive capacity and performance: The role of customer relationship and t
2015	Tzokas, Nikolaos; Kim, Young Ah; Ak... Absorptive capacity and performance: The role of customer relationship and t
2016	Zou, B.; Guo, F.; Guo, J. Absorptive capacity, technological innovation, and product life cycle: a system
2012	Biedenbach, Thomas; Müller, Ralf Absorptive, innovative and adaptive capabilities and their impact on project a
2012	Kapferer, Jean-Noël Abundant rarity: The key to luxury growth
2016	Lyu, Yijing; Zhu, Hong; Zhong, Hong-J... Abusive supervision and customer-oriented organizational citizenship behavio
2016	Wenxing, Liu; Pengcheng, Zhang; Jia... Abusive supervision and employee creativity: The mediating role of psycholog
2015	Köseoglu, Mehmet Ali; Sehitoglu, Yas... Academic foundations of hospitality management research with an emerging
2015	Linville, Darren L.; Rowlett, Jerrica Ty; ... Academic Pinstitution: Higher Education's Use of Pinterest for Relationship M
2014	Tilottama Ghosh Chowdhury; Kalpes... Accentuate the positive: how identity affects customer satisfaction
2014	Tilottama Ghosh Chowdhury; Kalpes... Accentuate the positive: how identity affects customer satisfaction
2015	Mansori, Shaheen; Sambasivan, Mura... Acceptance of novel products: the role of religiosity, ethnicity and values

KETIK NAMA AUTHOR "HUNT" DAN KLIK "SEARCH"

The screenshot shows a reference management software window titled "X7 - [LIBRARY PROF AGF MARET 2018]". The interface includes a menu bar (References, Groups, Tools, Window, Help), a toolbar with various icons, and a search bar. The search bar contains the text "HUNT". Below the search bar, there is a table of search results with columns for Author, Year, and Title. Two blue arrows are overlaid on the image: one points to the "Search" button, and the other points to the search input field containing "HUNT".

Author	Year	Title
Kraftl, Peter	2006	<1-s2.0-S002243590000452-main.pdf>
Jagdish N. Sheth; Rajendra S. Sisodia	2012	The 4a's of Marketing
anonim	2000	THE 6 STAGES OF READINESS FOR CHANGE
Robb, John	2015	12 What Do Things Want? Object Design as a Middle Range Theory of Materiality
Reinhold, Stephan; Laesser, Christian; ...	2015	2014 St. Gallen Consensus on destination management <14105-33437-1-SM.pdf>
Akbar, Hammad; Kim, Young Ah; Tzo...	2012	Absorptive capacity and performance: The role of customer relationship and t
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Zou, B.; Guo, F.; Guo, J.	2016	Absorptive capacity, technological innovation, and product life cycle: a system
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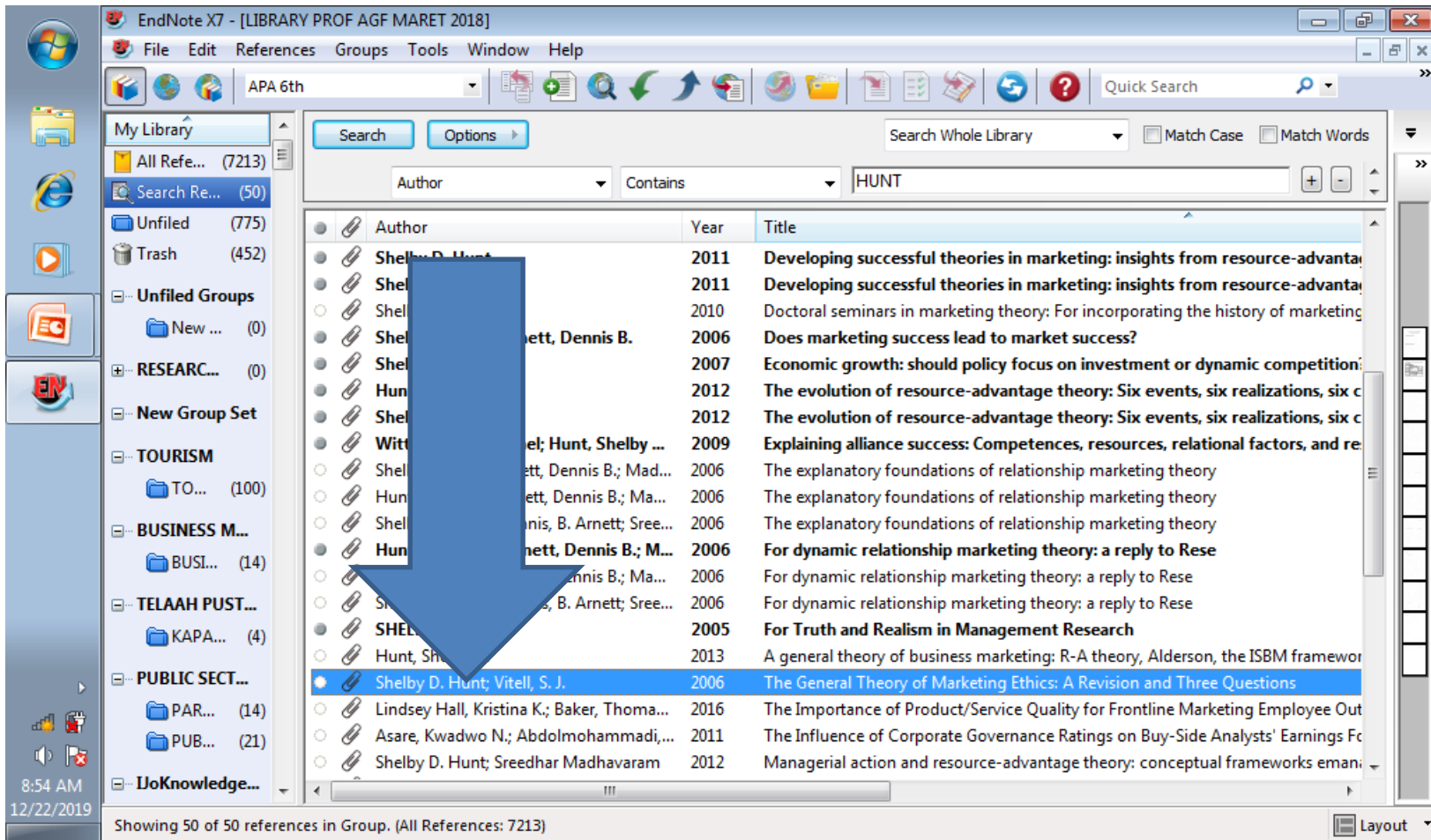
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Author	Year	Title
Brashear, Thomas; Bicen, Pelin; Hunt,...	2012	Alliance market orientation, new product development, and resource advantage
Pelin, Bicen; Shelby, D. Hunt	2012	Alliance market orientation, new product development, and resource advantage
Shelby, D. Hunt	2001	Commentary - A General Theory of Competition: issues, answers and an invitation
Hunter, Gary K.; Panagopoulos, Nikol...	2015	Commitment to technological change, sales force intelligence norms, and sales
Morgan, Robert M; Hunt, Shelby D	1994	The commitment-trust theory of relationship marketing
Morgan, Robert M.; Hunt, Shelby D.	1994	The commitment-trust theory of relationship marketing,
Morgan, Robert M.; Hunt, Shelby D.	1994	The commitment-trust theory of relationship marketing,
Hunt, Shelby D; Morgan, Robert M	1995	The comparative advantage theory of competition
Hunt, Shelby D; Morgan, Robert M	1995	The comparative advantage theory of competition
Shelby D. Hunt	1997	Competing through relationships: Grounding relationship marketing in resource
Huntley, Julie K.	2006	Conceptualization and measurement of relationship quality: Linking relationship
Hunter, Gary K.	2014	Customer business development: identifying and responding to buyer-implic
Robert, E. Morgan; Shelby, D. Hunt	2002	Determining marketing strategy: A cybernetic systems approach to scenario p
Shelby D. Hunt	2011	Developing successful theories in marketing: insights from resource-advanta
Shelby D. Hunt	2011	Developing successful theories in marketing: insights from resource-advanta
Shelby, D. Hunt	2010	Doctoral seminars in marketing theory: For incorporating the history of marketi
Shelby D. Hunt; Arnett, Dennis B.	2006	Does marketing success lead to market success?
Shelby, D. Hunt	2007	Economic growth: should policy focus on investment or dynamic competition
Hunt, Shelby D.	2012	The evolution of resource-advantage theory: Six events, six realizations, six c
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Shelby D. Hunt	2010	Doctoral seminars in marketing theory: For incorporating the history of marketing
Shelby D. Hunt; Dennis B. Arnett	2006	Does marketing success lead to market success?
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Shelby D. Hunt; Arnett, Dennis B.	2012	The evolution of resource-advantage theory: Six events, six realizations, six c
Wittmann, Robert C.; Hunt, Shelby D.; Arnett, Dennis B.	2009	Explaining alliance success: Competences, resources, relational factors, and re
Shelby D. Hunt; Arnett, Dennis B.; Madhavaram, Sreedhar	2006	The explanatory foundations of relationship marketing theory
Hunt, Shelby D.; Arnett, Dennis B.; Madhavaram, Sreedhar	2006	The explanatory foundations of relationship marketing theory
Shelby D. Hunt; Arnett, Dennis B.; Madhavaram, Sreedhar	2006	The explanatory foundations of relationship marketing theory
Hunt, Shelby D.; Arnett, Dennis B.; Madhavaram, Sreedhar	2006	For dynamic relationship marketing theory: a reply to Rese
Shelby D. Hunt; Arnett, Dennis B.; Madhavaram, Sreedhar	2006	For dynamic relationship marketing theory: a reply to Rese
Shelby D. Hunt; Arnett, Dennis B.; Madhavaram, Sreedhar	2006	For dynamic relationship marketing theory: a reply to Rese
SHELBY D. HUNT; VITELL, S. J.	2005	For Truth and Realism in Management Research
Hunt, Shelby D.; Vitell, S. J.	2013	A general theory of business marketing: R-A theory, Alderson, the ISBM framewor
Shelby D. Hunt; Vitell, S. J.	2006	The General Theory of Marketing Ethics: A Revision and Three Questions
Lindsey Hall, Kristina K.; Baker, Thomas A.	2016	The Importance of Product/Service Quality for Frontline Marketing Employee Out
Asare, Kwadwo N.; Abdolmohammadi, Amir	2011	The Influence of Corporate Governance Ratings on Buy-Side Analysts' Earnings Fo
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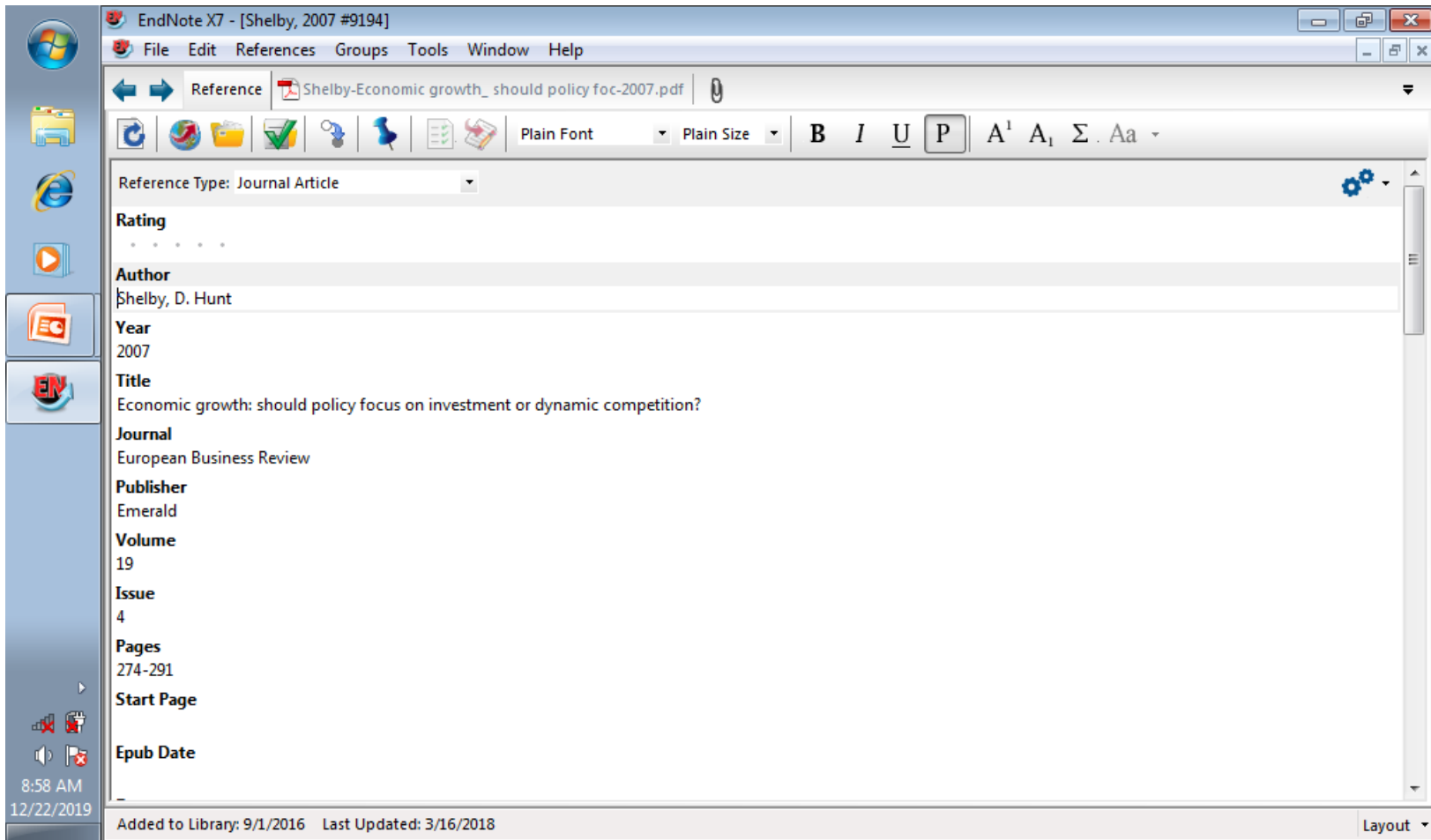
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Shelby D. Hunt	2011	Developing successful theories in marketing: insights from resource-advanta
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Hunt, Shelby D.; Arnett, Dennis B.; Ma...	2006	The explanatory foundations of relationship marketing theory
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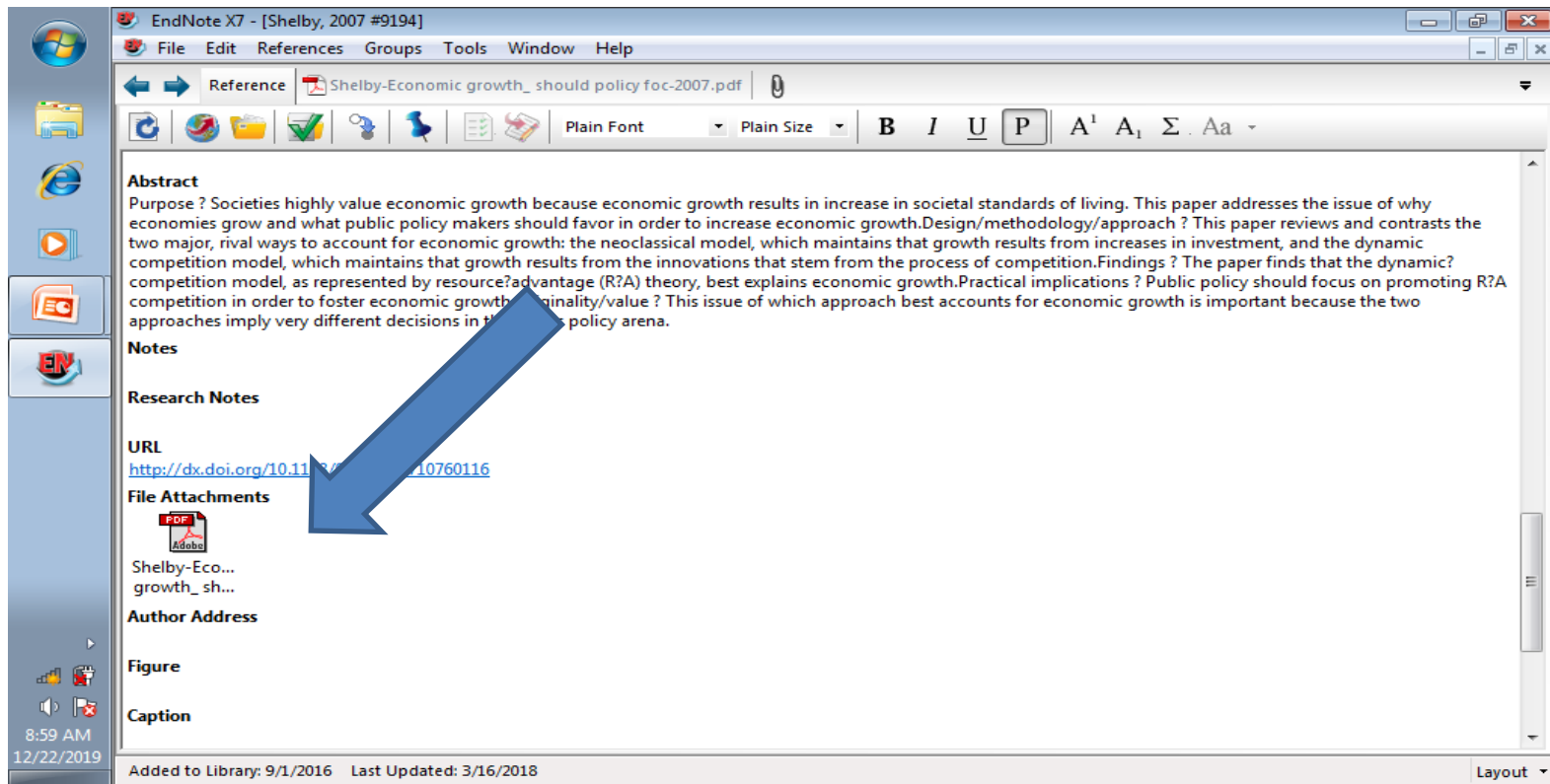
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The Pursuit for Brand Usage Intent: Insight in Higher Education which Used the Compatible Computer

Wilhelmus Hary Susilo*, Yan Pieter Mulia Hutabarat, Otto Bustani

University of Persada Indonesia Y.A.I, Indonesia.

Email: wilhel16@gmail.com

Abstract

The brand usage intent would conduct the market position with competitive advantage that could be bridge the right tract for the corporate for not making misguide in the heterogeneous industrial competitiveness and the customer brand engagement determined. This study was inquiry of fulfillment the research gap with the more resonance of the brand with halo effect then the brand equity. Furthermore, the research methods conducted with quantitative methods and design with descriptive correlation also used the confirmed strategy in structural equation modeling. The area sampling was fit with the 107 students in different situations and the result research was entire hypothesis' were confirmed and the marginal fit research model on the market-based managementresearch. The corporate should building best interaction within the compatible smart-computer user with digitalize platform.

Keywords: the brand equity, brand usage intent, higher education.

JEL Classifications: I23, M3

Received: 25/06/2019 Accepted: 01/09/2019 DOI: <https://doi.org/10.32479/irmm.8628>

The research model

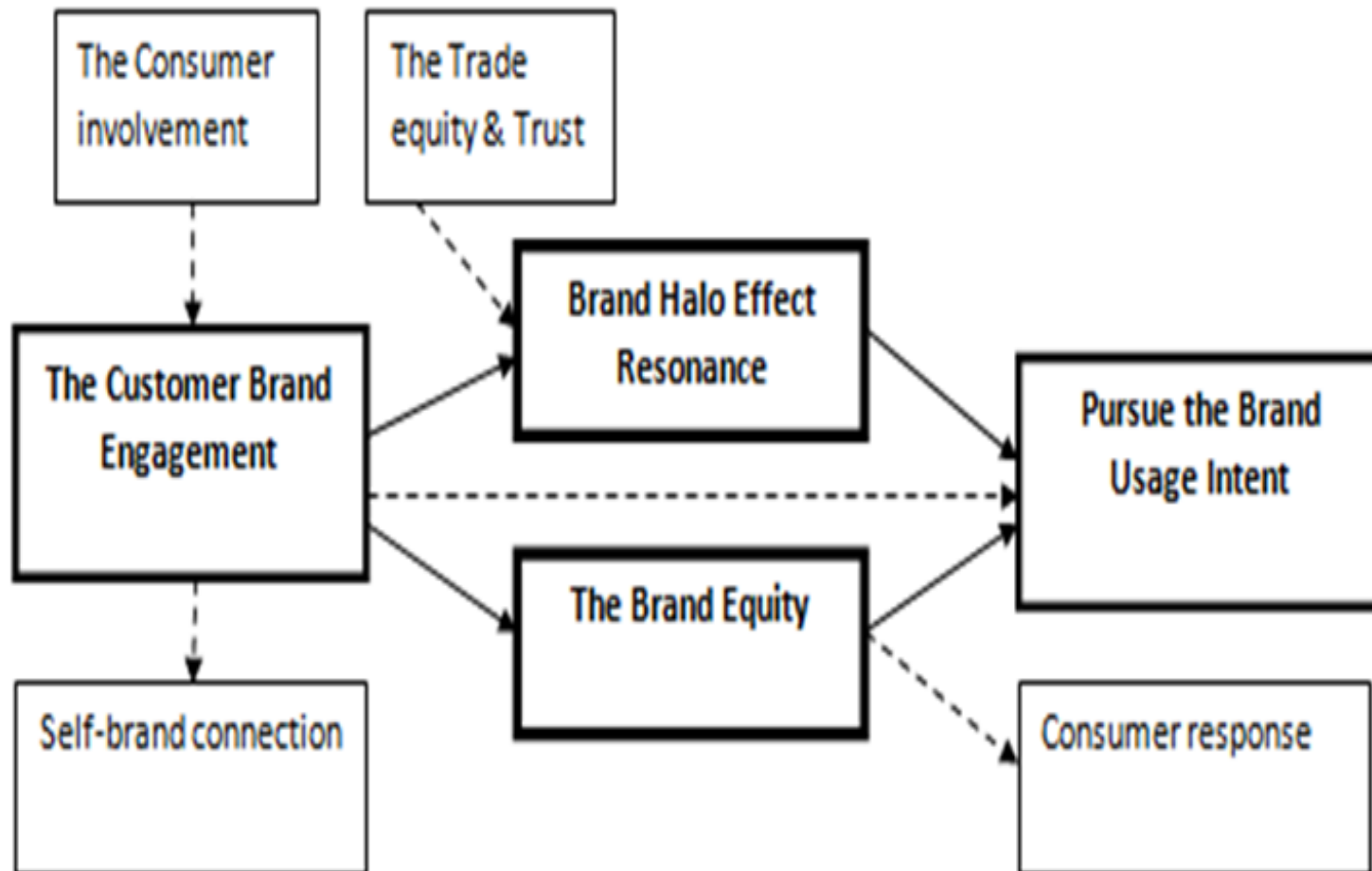
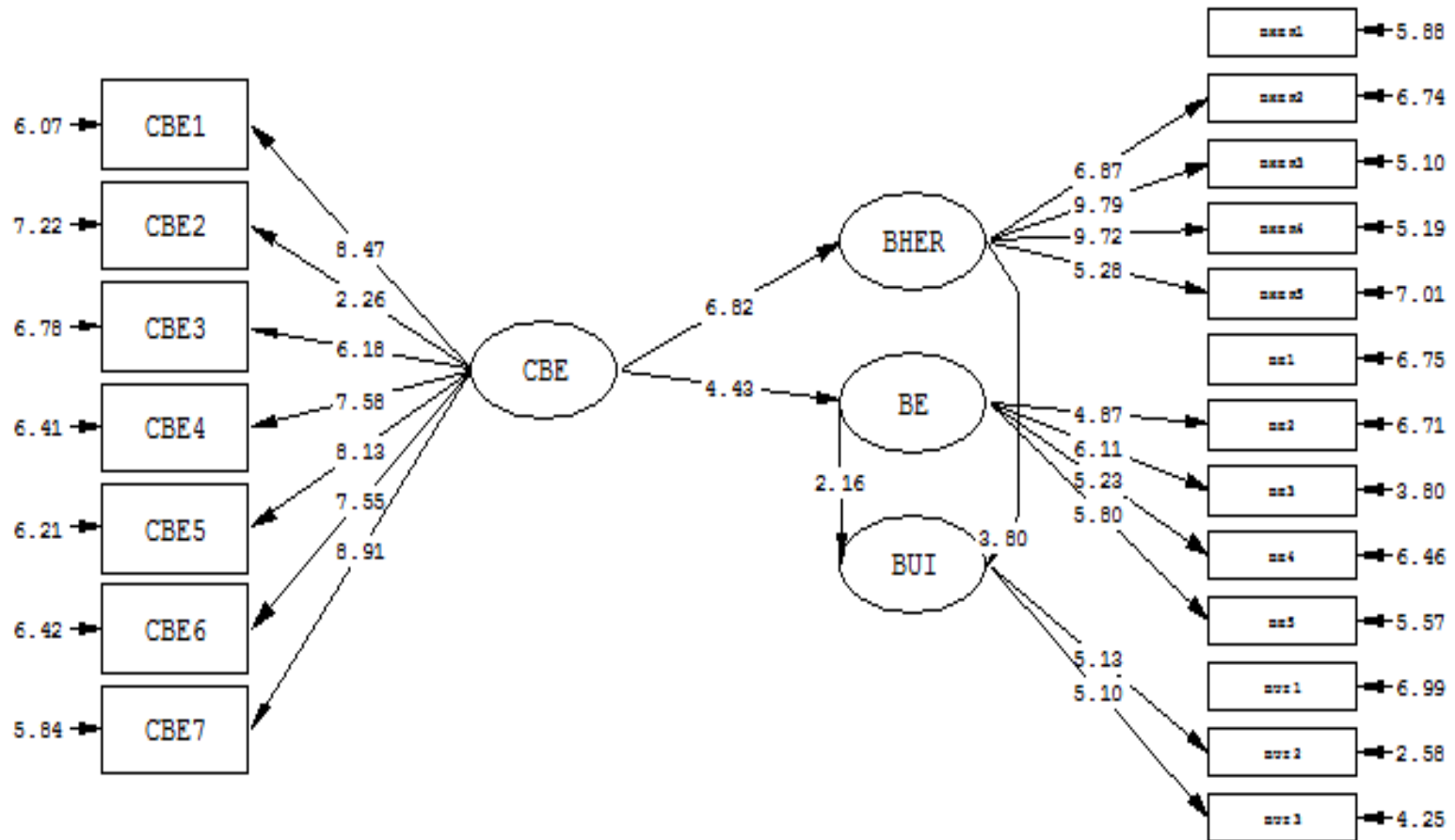


Fig.1. The Research Model to Pursue the Brand Usage Intent

The result conducted within sem-lisrel



Chi-Square=645.19, df=166, P-value=0.00000, RMSEA=0.165

Test of hypothesis

Table 4. The Hypothesis Testing with t test within Structural Model

No	Hypothesis	T _{table}	T _{value}	Estimate _{value}	Remarks
1	H ₁ . The customer brand engagement is positively related to brand halo effect resonance.	1.96	6.82	0.73	The entire hypotheses were confirmed (the t value > 1.96). The greatest estimate value for the prediction was 0.73, in the hybrid full model was the customer brand engagement leads to the brand halo effect resonance and implication to best affect to pursue the brand usage intent (0.55)
2	H ₂ . The customer brand engagement is positively related to the brand equity.		4.43	0.59	
3	H ₃ . The brand halo effect resonance is positively related to pursue the brand usage intent.		3.80	0.55	
4	H ₄ . The brand equity is positively related to pursue the brand usage intent.		2.16	0.25	

(Source: Prime data)

THE GOFI

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	607.78/166= 3.66 0.00<0.05	Marginal Fit
Root Mean Square Error Of Approximation RMSEA P (close fit)	RMSEA ≤ 0,08	0.17	Marginal Fit
Normed Fit Index (NFI)	NFI ≥ 0,9	0.81	Marginal Fit
Non Fit Index (NNFI)	NNFI ≥ 0,9	0.83	Marginal Fit
Comparative Fit Index (CFI)	CFI ≥ 0,9	0.85	Marginal Fit
Incremental Fit Index (IFI)	IFI ≥ 0,9	0.85	Marginal Fit
Relative of Fit Index (RFI)	RFI ≥ 0,9	0.78	Not Fit
Goodness Of Fit Index (GFI)	GFI ≥ 0,9	0.62	Not Fit
Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,9	0.52	Not Fit

(Source: Prime data)



THE EQUATIONS FOR PREDICTING

The structural equations of hybrid model:

$$\text{BHER} = 0.73 * \text{CBE}, \text{Errorvar.} = 0.46, R^2 = 0.54 \dots \dots \dots (1)$$

- ▶ (0.11) (0.11)
- ▶ 6.82 4.12

$$\text{BE} = 0.59 * \text{CBE}, \text{Errorvar.} = 0.66, R^2 = 0.34 \dots \dots \dots (2)$$

- ▶ (0.13) (0.22)
- ▶ 4.43 2.97

$$\text{BUI} = 0.55 * \text{BHER} + 0.25 * \text{BE}, \text{Errorvar.} = 0.52, R^2 = 0.48 (3)$$

- ▶ (0.14) (0.11) (0.21)
- ▶ 3.80 2.16 2.49

THE CONCLUSIONS

Conclusions, research contribution and direction for future research

- Conclusions:
- ▶ Indeed, our research result were successfully to confirmed entire hypothesis', and the greatest value was the customer brand engagement affect to brand halo effect resonance that impact to pursue the brand usage intent. The fulfillment model was effectively to building effect resonance and the corporation within compatible smart computer should have building the connection with compatible computer user both in off line and on line platform.

THE RESEARCH CONTRIBUTIONS

- Research contribution:

The research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications, indeed the conducted with social exchange theory as the explanations and predicted the relationship for the customer brand engagement to brand halo effect resonance and brand equity also an implication to pursue the brand usage intent, could confirmed and be useful for the compatible smart computer markets research. Actually, the result finding shows that the indicators have great impacts with the best standardized loading factors value were included;(1). The customer brand engagement: CBE4 (0.87), CBE5 (0.83), (2). Brand halo effect resonance: BHER3 (0.88), BHER4 (0.84), (3). Brand Equity: BE2 (0.87), BE1 (0.86). (4). Brand usage intent: BUI2(0.90) and BUI3(0.86).

NEXT

The contribution of the finding results in this study to the body of knowledge

- ▶ The contribution of the finding results in this study to the body of knowledge for the social exchange theory in interactions others aspect and R-A theory in resources dimensions were pertains; the consumers perceived were would convenience and proudly for use the product that could making well engage the corporate with consumers and also loyal with the computers brand and always happy to doing word of mouth with each other people. Moreover, the consumers were always considering the computer brand in daily used and they were thought for the brand of the compatible smart- computers. Finally, the pursue the brand usage intent with the indicators consumers always used the smart computers although they were other within the same feature and the consumers always utilize for long-life.

NEXT

The second contributions were for managerial implications,

- ▶ The second contributions were for managerial implications, the corporate were could determining from the result of this study for making strategic planning and action plan for attempt the corporate goals. The corporate could increase the pursue the brand usage intent conducted with to facilitated the off line and on-line setting as the platform for customers making interaction with other and corporate itself, so the customers interrelation would have the bigger halo effect resonance for the smart computers brand. The corporate was always production the compatible smart computer for making customers convenience and proud while used the computers and could increase the customer brand engagement.

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2. Ferdinand, Augusty, 2014,
3. Cooper, Donald R and Schindler, Pamela S, (2014), Business Research Methods, Twelfth Edition, Mc Graw Hill, International Edition. (Florida Atlantic University and Wittenberg University).

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