



To cite this article: Metta Kusuma Dewi and Wilhelmus Hary Susilo (2021). THE HUMAN RESOURCES- PERFORMANCE ON ENHANCE OF THE WORK VALUE AND AN EMPLOYEE JOB- SATISFACTION IN NATIONAL RETAIL FIRMS, International Journal of Research in Commerce and Management Studies (IJRCMS) 3 (6): 174-188

THE HUMAN RESOURCES- PERFORMANCE ON ENHANCE OF THE WORK VALUE AND AN EMPLOYEE JOB- SATISFACTION IN NATIONAL RETAIL FIRMS

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DOI: <http://dx.doi.org/10.38193/IJRCMS.2021.3611>

ABSTRACT

Recently the among the retail national- corporations would avoid the misguide from the vision and missions on the heterogeneous- retail industrial firms, fail from the tight competitions, no-data and the radical invention. This analysis would be investigating the research gap within the human resource employee job performance within the source of employee value, and job satisfaction. The novelty research- results from the confirmed model have the powerful development of employee task performance within a unique of an employee value and job satisfaction that it could more contribution on body of knowledge on theory of KBV of the firm and the theory of UE that it's have integrated various fields within top managers competencies and supported for the long- run in the retail business. Furthermore, the research method was using the confirmed strategy in multivariate data analysis within and among the latent variables. The scholars hoped to contribute to the body of knowledge to the theory that was conducted in this synthesis within the national retail- firms.

KEYWORDS: Employee value and job-satisfactions, the retail national- firms, HR-performance

1. INTRODUCTION

The factors within emerging market and the rigor competitions, the job satisfaction within retail employee, the important of knowledge sharing within entire employee in firms, the precisions of provide big data, and the human resources performance within source of development in employee value, that have been could be confirm result of wide research on the national retail- venture on recent era (Day, Crown, & Ivany, 2017; Pittino, Visintin, Lenger, & Sternad, 2016; C.-J. Wang, Tsai, & Tsai, 2014; Z. Wang, Sharma, & Cao, 2016) (Graça, Barry, & Doney, 2016; Hau, Evangelista, & Thuy, 2013; Shelby, 2007) (Vivek, Beatty, & Morgan, 2012),(Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016).

Recently, an analysis of job value and job satisfaction within among retail firms have the very poor-process of the impact to employee performance within source of employee value impact and the meaning in an among national FMCG retail- firms as the result research from many scholars synthesis



and contribution on body of knowledge, that some research gap that must be fulfill the novelty variables as the new models of the market- based human resources management research.(Bürkner & Lange, 2017; Darren, 2015; González, Rodríguez Gil, Martorell Cunill, & Merigó Lindahl, 2016; Ho, Nguyen, Adhikari, Miles, & Bonney, 2017; Husain, Dayan, & Di Benedetto, 2016; Järvinen & Karjaluoto, 2015; Lassala, Carmona, & Momparler, 2016; Stan De, Monique, & Guy Van, 2017; Straker & Wrigley, 2016; T. Thomas, 2015; Walmsley, 2016; W.-L. Wang, Malthouse, Calder, & Uzunoglu, 2017) Moreover, an objective of this analysis should be synthesis the new- research model to fulfilling the research gap between the role of human resources within its affected on the employee performance through the employee value and job satisfaction on the manager supported as the moderating effect. Therefore, the focus of an intervening variables as develop of resource of employee value and superior job satisfaction within a synthesis of results to contribution on the body of knowledge to the theory that it was conducted such as; UET, KBV and R-A theory.(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluoto, 2015; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroquez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Obal & Lancioni, 2013; Ouakouak & Ouedraogo, 2017; Pittino et al., 2016; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

Further, the human resources within focus to the value creation on the source of employee value an among national- retail firms have many strategic plan to attempt the employee performance, within good manage for winning the tight competition, the human resources- advantage on among national market- place for having the new- opportunity for reach the profit embedded on the business with create an unique value. Moreover, the strategic choices have done by managers for improvement firm performance within a good human resources and unique value creation base on the Upper echelon theory (Bravo, Matute, & Pina, 2015; Kang & Lam, 2016; Mullen, Kelloway, & Teed, 2017).(Hamilton, 2011; Reid & Brady, 2012) (Poisson-de Haro & Bitektine, 2015; Z. Wang et al., 2016)(Aima, Susilo, Purwanto and Wiratih, 2015).

2. LITERATURE REVIEW

Indeed, the scholar has in this synthesis was investigating the research- model to pursue the employee performance to long run doing business on conducted within the contributions for the body of knowledge on R-A Theory, the Upper Echelons' theory and theory of Knowledge based view of **the among retail- firm** for the competitions and holistic, also for the contributions in develop of the managerial implications to make the strategies within entire national FMCG venture. Therefore, in this inquiry for pursue the robust competitiveness advantage to impacted the superior employee performance in national FMCG business for the long- run.



The Upper Echelons Theory, Theory of the Knowledge based View of the Firm and the R-A Theory also the Contributions on Body of Knowledge

The organization structure and the radical innovation would impact work value, employee job satisfaction and an employee performance and the strategic approach on HR management and making subordinate within efficiently work-process. The knowledge-based view of the firm theory and Upper Echelon's theory would help to understanding and make an explaining the paradigm more to be precisions. Further, the R-A theory have some knowledge about competition entire firm in heterogeneous FMCG industries and the sustainable competitive advantage should have as the foundation of the among national firms to create the best structures, bundles and provide the top-organization's resources and it's have agile- management within hybrid competitive strategy for achieving the employee performance within source of employee unique value and the task satisfaction within among retail firms.

Moreover, **to make a well contribution within the work value, an Employee Job-satisfaction and an employee performance conduct to the managers supported as the moderating effect concepts conduct to** The Upper Echelons Theory, Theory of the Knowledge based View of the Firm and the R-A Theory also Path to Contributions on Body of Knowledge (Alisher Tohirovich, Changjoon, & Junghyun, 2017; Gabrielsson, Seppälä, & Gabrielsson, 2016; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Krausert, 2017; Kumar & Yakhlef, 2016; Nor Shahriza Abdul, Mohamed Jalaldeen Mohamed, & Norshidah, 2012; Stan De et al., 2017; C.-J. Wang et al., 2014; Xiaohong, Chengfeng, Yanbo, & Gaowen, 2015; Zhao, Feng, & Wang, 2015)

Recently, the scholar was mentions to the grand theory to fulfill the research gap and its was make the contribution for the body of knowledge and gain the novelty **to contribution within the improvement employee performance and sustainability the long run doing business concepts** base on the research result from empirical research as follow, the figure 1 below:

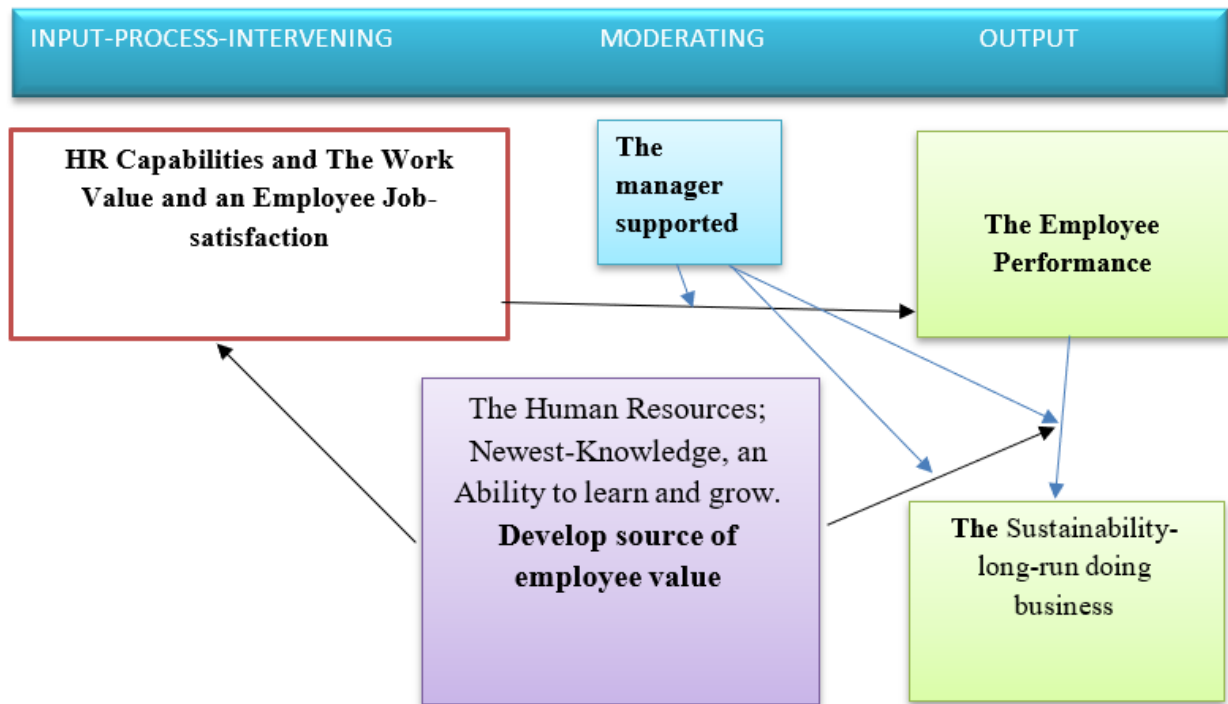


Figure 1. To Contribution within the work value, an Employee Job-satisfaction and an employee performance concepts conduct to The Upper Echelons Theory, Theory of the Knowledge based View of the Firm and the R-A Theory also Path to Contributions on Body of Knowledge

The Framework and Hypothesis

Indeed, the research framework of Superior- Employee Performance within national constructions- Corporations should be to develop for fulfillment the research gap for finding the knowledge to improvement the superior- employee performance.(Chiang & Birtch, 2010; Gupta, Singh, & Bhattacharya, 2017; Munir, Rahman, Malik, & Ma’amor, 2012).

Moreover, the scheme of research- framework as follow figure 2, below:

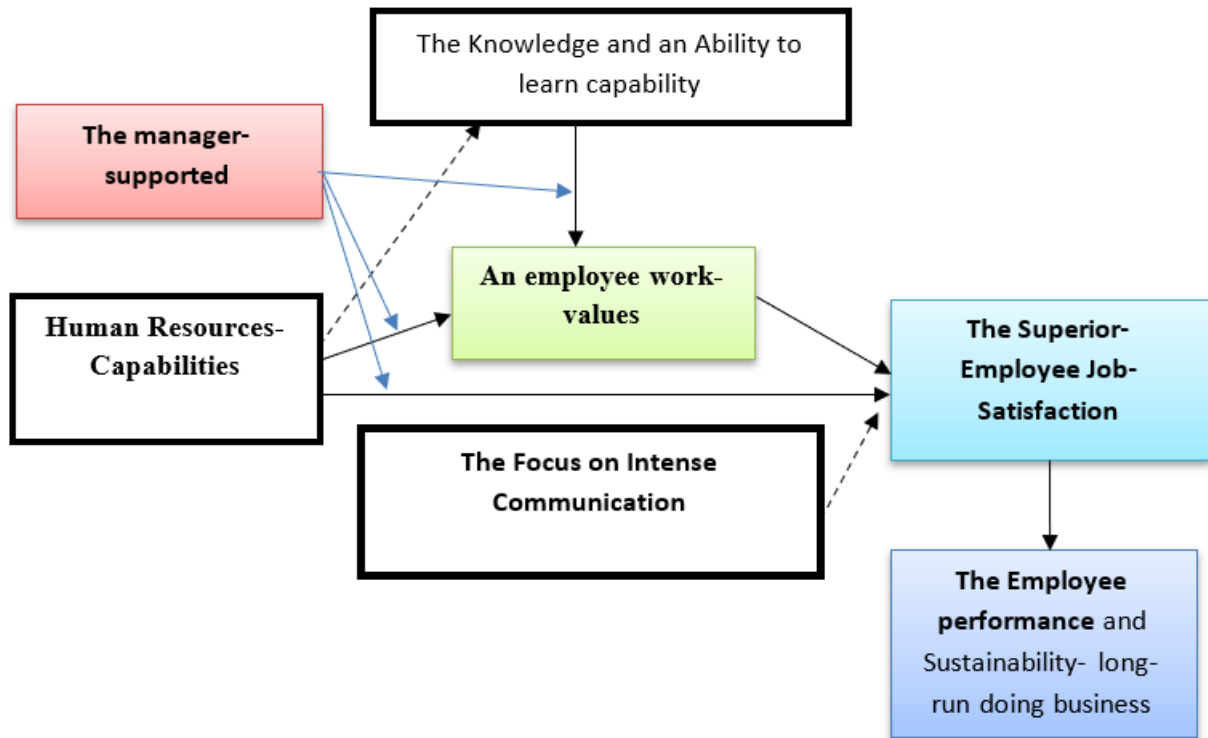


Fig.2. The Research Model to attempted an employee work-value, the superior Employee Job-Satisfaction and impact to the Employee Performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms.

(Source: Develop from an Authors)

The hypothesis in these inquiries the conceptual research model, as follow:

H₁. The well **attempted an employee work-value, the superior Employee Job-Satisfaction** and impact to the Employee Performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms.

The concept of a Research Model **to attempted an employee work-value, the superior Employee Job-Satisfaction** and impact to the Employee Performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms as follow figure 3, below:

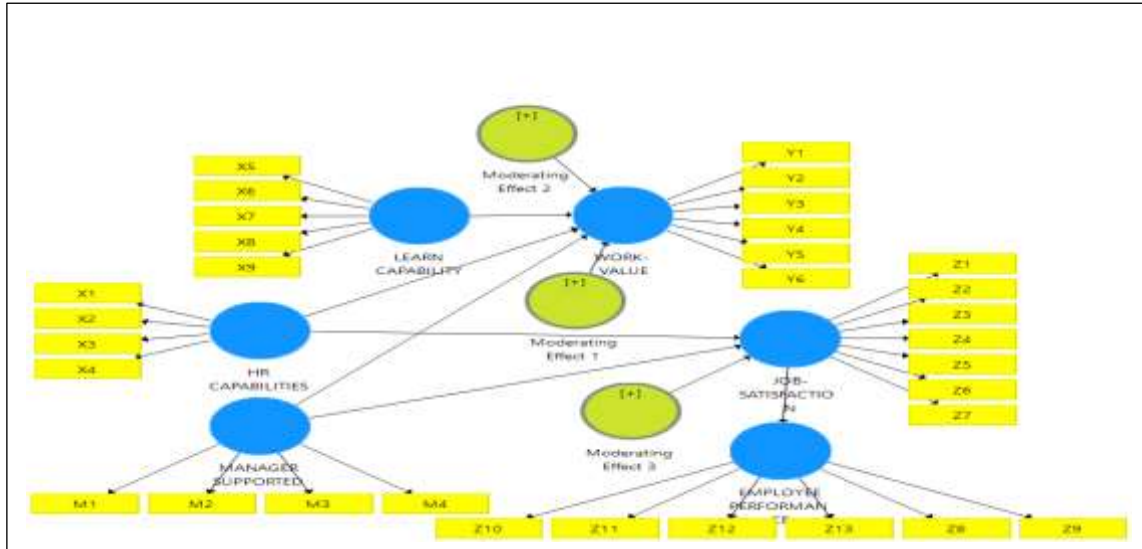


Fig.3. The Concept a Research Model to attempted an employee work-value, the superior Employee Job-Satisfaction and impact to the Employee Performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms.

3. RESEARCH METHOD

Sample, data collection and Measurement of variables

Indeed, the unit analysis as the respondent for this research conducted within total sampling and the workers in national FMCG venture in Jakarta (Mathwick, Wagner, & Unni, 2010; E. Thomas, 2013). Further, the survey was conducted within the self-administered questionnaire that uses the rating scale for entire latent variables to make the response of the sustainability a long run doing business within the among retail firms on FMCG in Jakarta through the determining factor such as, HR well-resources, work value, employee job satisfaction and impact to the superior employee job performance and affect from the manager supported as the moderating impact (Sekaran and Bougie, 2016). Moreover, to collected the data conducted to 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). Indeed, the validity and reliability construct test that conducted with measurement model in structural equation modeling among variables within the research latent construct model improvement in this inquiry (Hair, Black, Babin and Anderson, 2010)(Evermann & Tate, 2016).

Data analysis

The data analysis method would conduct with the structural equation modeling-SEM Lisrel, cause the entire variables were latent characteristics such as; HR well-resources, work value, employee job satisfaction and impact to the superior employee job performance and affect from the manager

supported as the moderating impact.

Hence, the software was conducted with the SEM to the principles of structural equations modeling, with the two-step approach that pertains; measurement model and the structural hybrid full model. The confirmatory-predicted strategies were conducted in this study to approach the solution and gain the precision output, with the first step was testing the validity and the reliability construct and then to testing the fitting model and hypothesis proved (Susilo W H and Yulius Y, 2017).

Moreover, the data processing conduct to the structural equation-SEM process within the multivariate data analysis as follow scheme 4, below:

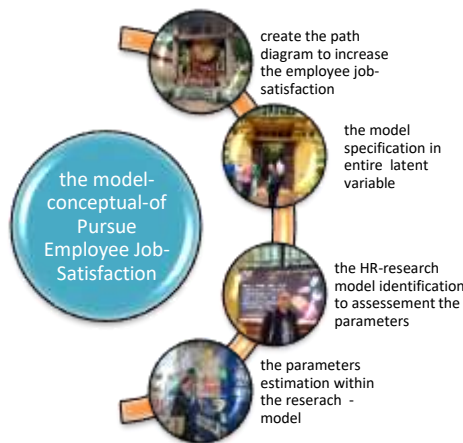


Figure 4. The data processing of the research HR- Model to Pursue the work value, employee Job-Satisfaction Development and impact to the employee performance conduct to the structural equation within the multivariate data analysis

Furthermore, the structural model (Fitting Model and the Confirmed - t test to assessment among hypotheses), and the measurement of the HR research model within goodness of fit was could determine in table 1 below:

Table 1. The Fitting Hybrid Full Model-GOFI indexes

The measurement of GOF	The Targeted
Chi Square & P	Chi Square / df < 3
Root Mean Square Error of Approximation RMSEA P (close fit)	RMSEA ≤ 0,08
Normed Fit Index (NFI)	NFI ≥ 0,9
Non-Fit Index (NNFI)	NNFI ≥ 0,9
Comparative Fit Index (CFI)	CFI ≥ 0,9
Incremental Fit Index (IFI)	IFI ≥ 0,9
Relative of Fit Index (RFI)	RFI ≥ 0,9
Goodness of Fit Index (GFI)	GFI ≥ 0,9
Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,9

Hypothesis testing

Indeed, in the data assessments that it conducts within SEM on the hypothesis evaluation and discussions would conduct with t value >1.98 and it indicated could be accepted from data to the HR development research model as follow figure 5, below:

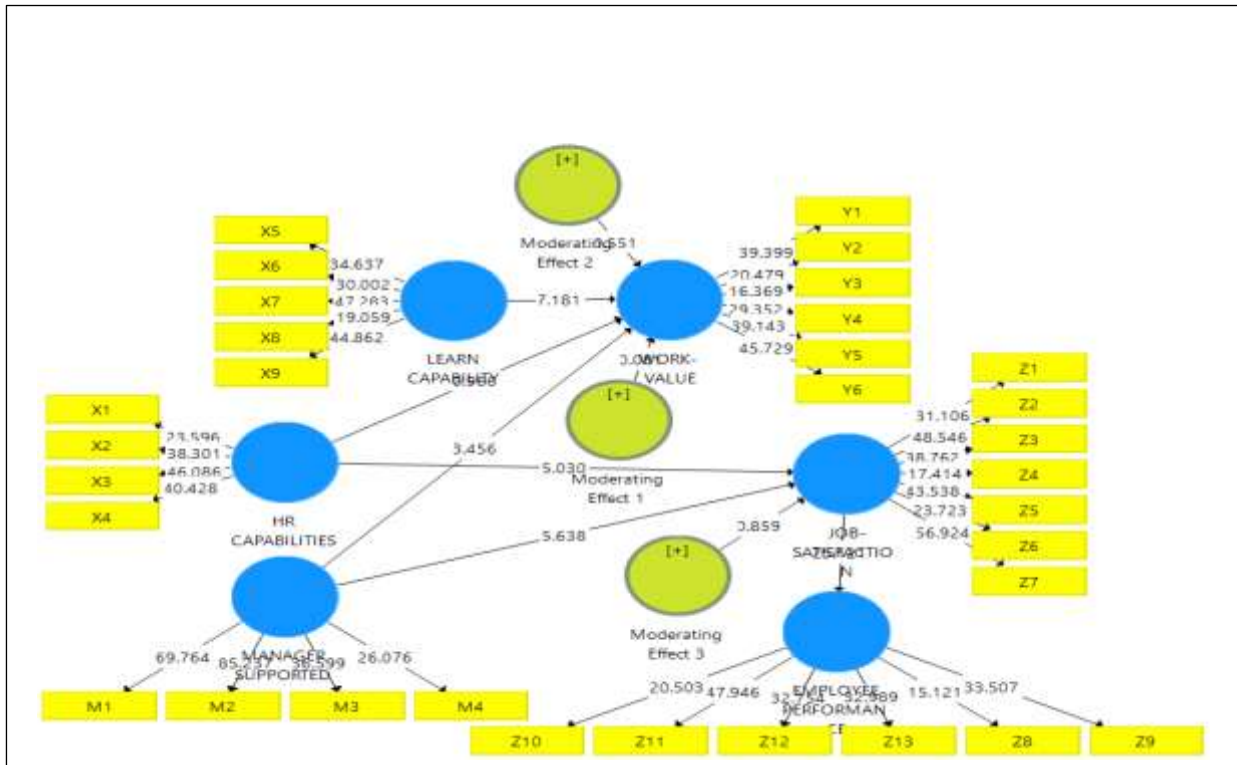


Figure 5. The data processing of the research HR- Model to Pursue the work value, employee Job-Satisfaction and impact to the employee performance Development conduct to the structural equation within the multivariate data analysis

4. DATA ANALYSIS

Data analysis, the Model of fitting and Hypothesis testing

Actually, the data analysis would conducted to the structural equation modeling-SEM, because entire the variables were latent characteristics **to attempted an employee work-value, the superior Employee Job-Satisfaction** and impact to the Employee Performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms. Further, the two-step approach has pertained; 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.

The research result would have a gain for the data analysis pertain: the sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value <2.50-4.00 and a univariate and multivariate of normality test. Further, the goodness of fit research model could be analyzed within the indexed value as the standard within SEM. Moreover, the among hypothesis confirmed was conducted with t value more than 2.00. (Susilo and Yulius, 2017).



5. CONCLUSIONS AND RESEARCH CONTRIBUTION.

The research result could successfully to assessment among hypotheses, and the best value could be gain to improve an employee performance on national- FMCG-retailer corporations. The researcher hopes the fulfillment the research gap within the new research model would effectively to achieve the employee value, **the superior Employee Job-Satisfaction** and impact to the Employee Performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms, that it conduct with the smart planning to develop some program. Further, the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of the recourses advantage in human resource of the national-FMCG venture. Moreover, the conducted with **The Upper Echelons Theory, Theory of the Knowledge based View of the Firm and the R-A Theory** as the affected, explanations and predicted the leads for the attempt the employee performance and Sustainability- long-run doing business within the manager-supported as a moderating affected in among the retail firms that it was could inquiry on the value- based research in management.

Acknowledgement

Thank you so much to the Expertise and Experience Learning Club, Faculty of Business and Management, University of Persada Indonesia Y.A.I. To my colleague and students. To In Kind Workshops **NEW E&EL CLUB LABORATORY FEB UPI Y.A.I team.**

Declaration of conflicting interests

The scholar declared no potential conflicts of interest with respect to the investigated, authorship, publication within this manuscript.

Funding

The author did not receive the financial support for this research and publication of this manuscript. **ORCID ID:ORCID:000-0002-6758-1159, URL: orcid.org/0000-0002. And SCOPUS ID: 56539508300.**

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