ACHIEVEMENT THE FINANCIAL PERFORMANCE TO DRIVE WITHIN THE R-A THEORY: STUDY IN MULTIVARIATE DATA ANALYSIS

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ABSTRACT

The turnover- corporate should not operate within the misguide to implemented the vision and missions in the heterogeneous- industrial competitiveness, the tight competitions, data, customer-based value and its interaction each other, trust, market position and the financial performance. This inquiry of fulfillment the research gap with the competition- advantage within the financial performance in entire multinational-firms in Jakarta. The novelty research model has the intervening variables- the pursue digital marketing and the customer- value that could be more involved within the R-A theory. Furthermore, the research methods conducted with the confirmed strategy in structural equation modeling within an among latent variable as study base on the multivariate data analysis.

INTRODUCTION

The multinational firms in Jakarta have many misguide and gap to improve and pursue the market-position and the financial performance in this global pandemic. The lack of this develop and pursue the digital marketing was the marketers should have the robust platform, the building of the digital culture and the digital resources. (Herhausen et al., 2020)

Moreover, the digital- channel consumer engagement, customer value and incremental- innovations that have been the interesting of confirmed result research within some scholars outputs (Vivek et al., 2012), (Hollebeek, 2012), (Harrigan et al., 2017), (Bitter and Grabner-Kräuter, 2016), (Hamilton, 2009, Haifen et al., 2017, Glińska-Neweś et al., 2017, Straker and Wrigley, 2016).

Furthermore, the study need to process for the impact to the competitive advantage- market positions still have less within the financial performance in multinational- firms as the result research in many scholars analysis, that would making some research gap that must be fulfill the novelty variables as the new models to be predict within market- based marketing- management research.(Bürkner and Lange, 2017, Wang et al., 2017, Straker and Wrigley, 2016, Walmsley, 2016, Järvinen and Karjaluoto, 2015)

The objective in this study will be develop the new conceptual model to fulfilling the research gap between the relation on the competitive advantage- market positions and its implication the superior-financial performance within the multi-national corporation to avoid the turnover CEO. The research gap was conducted with the new marketing research model to enhancing the Superior-Financial Performance within Multinational- Corporations with the intervening and moderating new latent variables within a research model to make improvement in financial performance and it's an antecedents variables.(Li, 2010, Järvinen and Karjaluoto, 2015, Obal and Lancioni, 2013, Walmsley, 2016, Demirkan and Spohrer, 2014, Geraerdts, 2012, Landroguez, 2013, Kim et al., 2013)

Indeed, the marketing within accountable- based and entire multinational- corporations have many ways to create some digitalize marketing planning, and should be determining in integrated in many sources, the modern incremental innovations- competitively within intelligent for face the tight competition, the development for the resources- advantage. Moreover, the entire multinational corporate should make attentions within digital customer engagement to predict the interaction between digital channel an end-user, the powerful digital marketing, the focus for create on customer value on the multinational firm that it conducted by digitalize era to affect the competitive advantage- market position and could increase the financial performance among firms. (Anselmsson and Bondesson, 2015, C. Roach et al., 2014, Ben Aissa and Goaied, 2016, Takata, 2016)

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

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

Framework and Hypothesis Development

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

This middle range- theoretical could bridging to the practice theory in practical management for doing business. Hence, The Stakeholder theory could support managers to understanding about the moral and value for managing the firms with well ethics in business within shareholders and many groups.(Hooks and Stewart, 2015, Ren et al., 2016, Hernández-Perlines, 2016, Carvalho and Gomes, 2017, Forthofer et al., 2016). Moreover, the research model of the pursue the market position and impact to the financial performance, could indicated such as figure 2, as below:
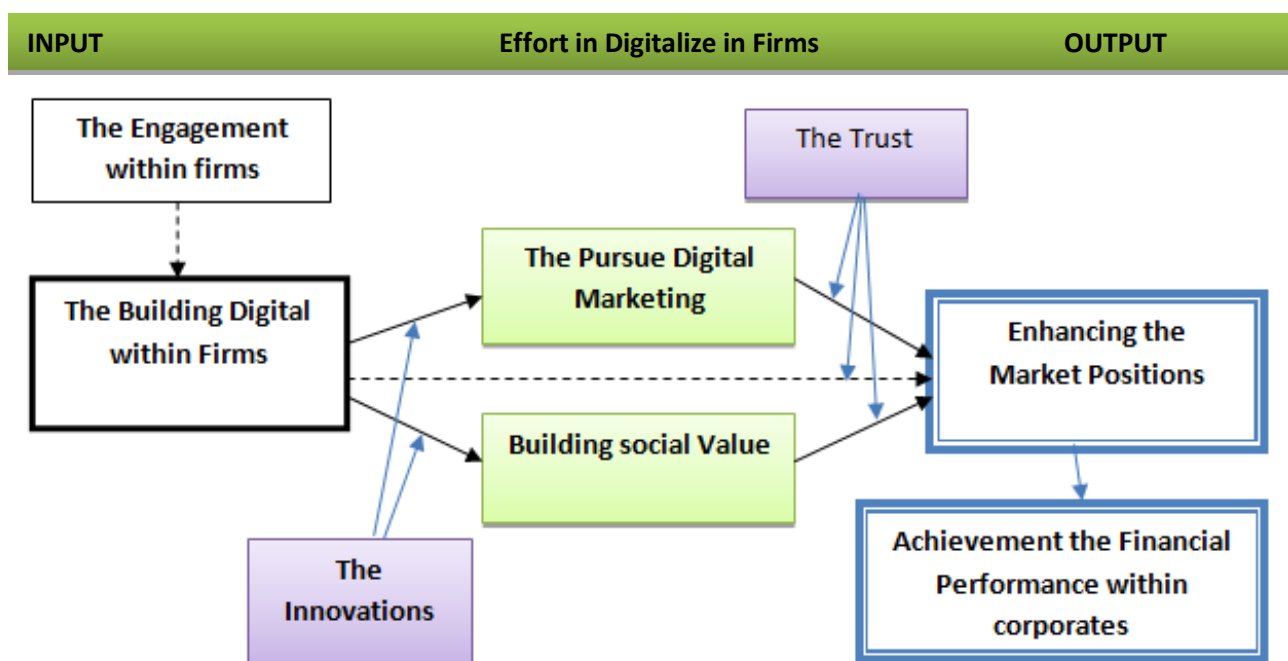

Figure.1. The Research Model of Pursue Market Position- Corporations and Achievement of the Financial Performance
(Source: Develop from an Authors- concept)

The Digital Transformations within Firms and the Digital Marketing and Value.

The digital transformation was developed conduct to the R&D department of the firms and the firm policies from board of director to the deployment firms 'strategies and determine the transforming of the consumer behavior, the social mobility, network and the relationship between corporate and among customer. (Erz and Heeris Christensen, 2018, Ponte and Campos, 2018, Fonfara et al., 2016,

Erevelles et al., 2016) Hence, the digital marketing have the art for the long-run business that the marketers- manager within firms have involved to develop within well strategy for pursue the customer commitment and the consumer loyalty in Multi-national Corporation. Further, in among multi-national firms, the digital marketing capabilities was also having some gaps within business development program that it could comprises such as; the capabilities, the digital resources and the future decisions in business.(Reydet and Carsana, 2017, Roggeveen et al., 2016, Herhausen et al., 2020, Canhoto et al., 2016, Cenamor et al., 2017)Furthermore, the newest technology would support for the digital transformation (an essential and readiness of among firms)would make some movement for the consumer value in this global pandemic era and the marketer-manager within entire firm should make some improvement to create the consumer value within the strategic that it friendly with among consumer and pursue the brand position, capture the social value and incremental innovation with newest technologies in advance would improve building the digital marketing and leads to marketing-performance and market positions.(Rowles and Brown, 2017) (Jeng and Yeh, 2015). (Yeh et al., 2016, Barrena and Sánchez, 2013, Tasci, 2016, Aspara and Tikkanen, 2012)

Indeed, the consumer value have many diversities and could improvement by the creative marketer-manager within the work-team digital marketing in among firms determining the social-value attitude approach and the consumers social value, and always enhance firms-value and the relationship to involved created the value. (Aspara and Tikkanen, 2012, Hasman and Østerdal, 2004, Lu and Keung, 2019, Sakari Soininen et al., 2013, Gökbulut Özdemir, 2013, Kirkley, 2016, Wong and Dean, 2009, Nguyen Tho and Nguyen Trang, 2011, Korsgaard and Anderson, 2011, Gordon et al., 2018)

The Digital Involvement and the Market Positions.
Recently, to develop the platform of digital marketing in divisions, the resources and capabilities of the digital marketing would leverage to the market position, the responsive market, the market knowledge and market orientation and also determine the market- structure of entire multi-national firms in Jakarta.(Sørensen, 2009, Chen et al., 2015, Herhausen, 2016, Wong and Wu, 2013, Liu et al., 2010)

The marketer-manager should understand the market to deliver the product social-value of many customers' and determine the market evolution, the cross-market validity that it could impact to the market performance and would impact on the financial performance among corporate. (Dijk et al., 2015, Tournois, 2013, Tasci, 2018, Karakaya et al., 2016)Furthermore, the market position on entire multi-national firms would impact to the sustain and long- rung business within the multinational venture and face the competitiveness in business to growth a firms on the global-pandemic era.(Tan et al., 2014, Erz and Heeris Christensen, 2018, Echeverri-Carroll et al., 2018, Ulaga and Loveland, 2014)

The confirming strategies for hypothesis in these inquiries the conceptual research model on figure 1 above, as follow:

H1. The building digital within firms is positively related to digital marketing, the social-value, enhance the market position and achievement to the financial performance that it conducts to the innovation and trust as the moderating variables.

Research Method
Sample and data collection

The respondent in newest-digital era as which participated that daily used of the consumers good which have the newest technology- product within the consecutive sampling. The population will eligible within the sample frame base on SEM- multivariate requirement between 100-300 respondents.(Mathwick et al., 2010, Thomas, 2013, Sarstedt et al., 2016, Hasan and Ali, 2015) The data would be collect from in the central Jakarta, which used the hi-compatible computer in daily activities. The sample in this investigation conducted with the clustered- area sampling. (Sekaran and Bougie, 2016).

Measurement of variables

Actually, the longitudinal- survey was conduct within the self-administered questionnaire that uses the rating scale for entire latent variables to make the response for use the newest technologies consumers goods brand (Sekaran and Bougie, 2016) (Susilo, 2017, Susilo, 2020). Moreover, the tools- instrument have the independently cross-sectional collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree)Hence, the validity and reliability construct test that conducted with measurement model in structural equation modeling among latent variables and the next stage will assessments of the structural model improvement within the hybrid-full model. (Susilo, 2020)(Hair, Black, Babin and Anderson, 2010). The indicators of the enhance of the market position were comprises; pursue the competitive advantage of the firms, the knowledgeable employee and the efficiency- production process. Further, the digital transformation within firms has indicators, pertains; the essentials and the readiness, and the intervening variable have the powerful digital marketing (multitasking and hi-performance) and the focus creation in customer value (the newest-technological and user friendly.

Data Analysis, the Model of Fitting and Hypothesis Testing

Data analysis

The data analysis would conducted to the structural equation modeling with the Lisrel- software, because entire the variables were have latent characteristics to be measure conduct to entire dimensions and indicators.(Hair et al., 2011, Hair et al., 2010a) Moreover, the two step approach have pertains; measurement model and the structural hybrid full model and used the confirmatory strategies were conducted in this multivariate data analysis, with a testing the validity and the reliability construct, also synthesis the fitting model and hypothesis proved (Hair et al., 2010b, Sarstedt et al., 2016) (Susilo and Yulius, 2017).The scheme of stage in SEL-Lisrel could be improve within the figure 2, below:
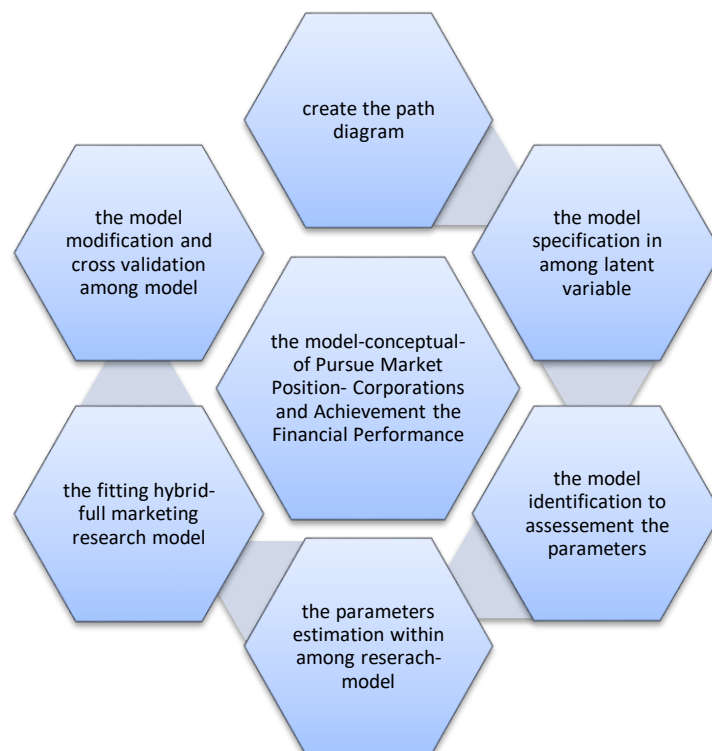
Figure .2. The scheme of stage in SEL-Lisrel could be improve The Research Model of Pursue Market Position- Corporations and Achievement the Financial Performance

The Model of Fitting and Hypothesis Testing

Indeed, the goodness of fit research model could be analyzed within the indexed value such as; GFI, NFI, RMSEA, CHI-SQUARE and p-value.(Hair et al., 2010a)(Hair et al., 2010b, Sarstedt et al., 2016) Moreover, the entire hypothesis confirmed was conducted with t value >2.(Hair et al., 2010a)Furthermore, the scheme of full model-hybrid evaluation would indicate to the figure 3, such as below:
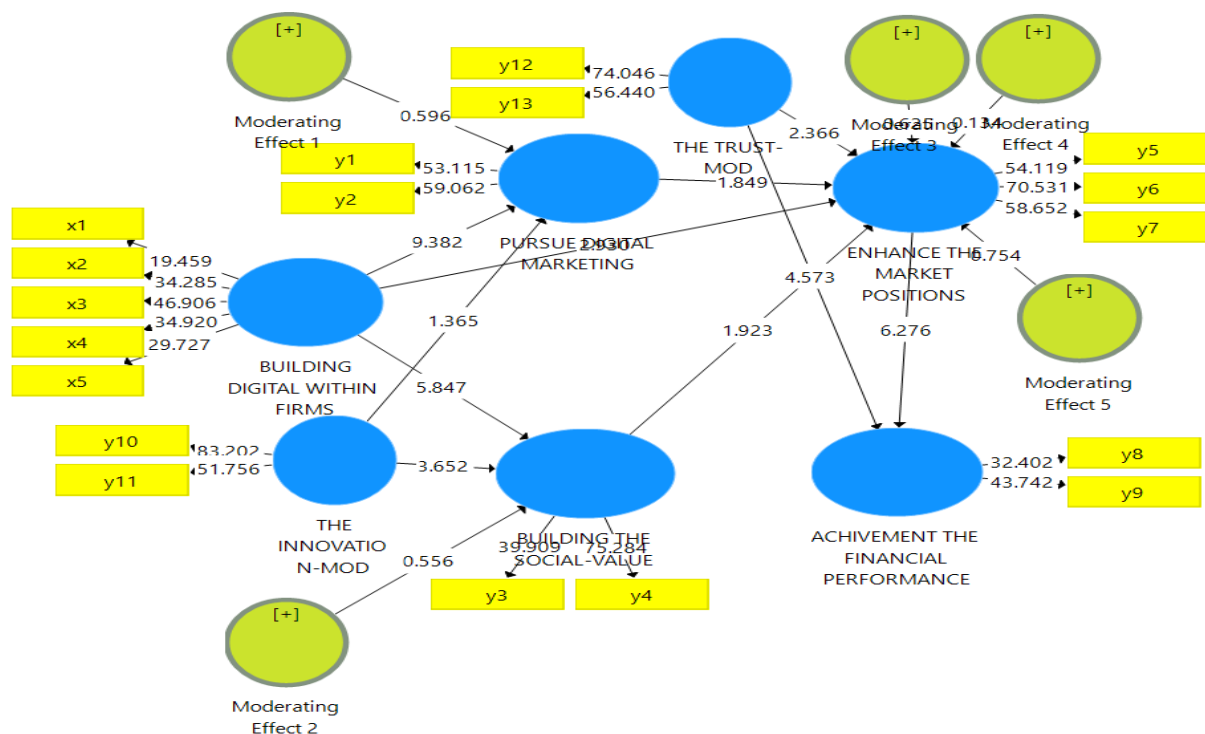
Figure 3. The scheme of full hybrid evaluation could be improve The Research Model of Pursue Market Position- Corporations and Achievement the Financial Performance

CONCLUSIONS AND RESEARCH CONTRIBUTION.

Conclusions:

The research result of the marketing full hybrid model could successfully to confirm entire hypotheses, if it will have the greatest value and can find to pursue the market positions and achievement in the financial performance on multinational corporations. The scholar hopes the investigation on marketing research model to the fulfillment the research gap within the new research best- marketing model could be effectively to achieve the market position and impact to the financial performance with the on- line platform within the digital marketing and would leverage to the customer social-value that the marketing research model that it would drive by the innovation and trust as the moderator latent variables.

Research Contribution:

Recently, 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, and the market position and impact to financial performance of the multi- national venture in marketing sciences as the basic research development. Moreover, the conducted with the R-A theory as the explanations and predicted the relationship for the attempt the financial performance that it will investigate on the market- based research in management such as the marketing research model development among firms.

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

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