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THE MARKET POSITION FOR THE FULLY ELECTRIC VEHICLES FIRMS: INSIGHT WITHIN GST THEORY

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ABSTRACT

Owing on decreased the marketing performance son automotive industries- energy generation, and storage industry in many firms. The research inquired of research gap within pursues the market-positions that it was conduct within resources of the corporate. Therefore, the research method conducted the one step approach within the confirmed strategy that conduct within an equation's structural hybrid-model. The results- data was significantly contributed to the goal setting theory that it could drive to improve and enhanced within an innovation evidence in the digital- marketing and encompassed the marketing strategies that could pursued the market positions within the firms in the automotive fully electric vehicles industry as firms policies that innovation effort in digital marketing more focused than task marketing strategies and top managers.

KEYWORDS: Market positions, an innovation effort, and task marketing strategies, the automotive fully electric vehicles industry.

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1. INTRODUCTION

The movement of energy consumptions from fossil- energy to battery- electric vehicle and climate-change and also the disruptive- economics and agile management- era have decreased marketing performances to the development of an automotive industries and energy generation and storage industry that need new strategic- business. Because of situations in sector consumer durable and motor vehicles industries have individual stakeholder (6.27%), mutual fund holders (27.12%) and other institutional (19.9%). Furthermore, The marketing science would drive within an emerging market intended and improve comprises; the competencies, an employee effort, the well task-direction, attempt the persistence and well choice of the strategies, the supposed an experiences in electric vehicles and encouragement the general- managers and the holistic team- work that it was the research gaps that it was could leads to the consumer's value, consumer durable and the

marketing- performance.(Ferdinand & Fitriani, 2015; Matthyssens, Bocconcelli, Pagano, & Quintens, 2015; Susilo, 2020c)

The market position was conducted within among resources that it has been not to be confirm result on enhance the electric vehicles business (Harrigan, Evers, Miles, & Daly, 2017; Xu, Wang, & Wen, 2019), (Bitter & Grabner-Kräuter, 2016; Chang, Jiang, Klein, & Wang, 2019; Day, Crown, & Ivany, 2017)

Nevertheless, in pandemic era and almost entire the automotive industries was need the model-agile management to handle, the leadership should has more responsive and, while empirical evidence to the level of difficulty to attempted the market position within collaboration of the marketing relationship on business to business on the complexity industry of motor vehicles in Jakarta.(Sarmiento, Simões, & Farhangmehr, 2015)(Cooper & Sommer, 2016; Lindsjørn, Sjøberg, Dingsøyr, Bergersen, & Dybå, 2016)

Furthermore, the motor vehicles organizational policy-change has alters of the disruptive-economics in the recent day within to develop the stakeholders value creation to enhance the market-positions and the performance of the firms- management innovations within the job-experienced of the enterprise's salesperson of fully electric vehicles venture.(Sok, O'Cass, & Sok, 2013)(Geraerds, 2012)(Day et al., 2017; Landers, Bauer, & Callan, 2017; Stock, 2016; Tse, Huang, & Lam, 2013).

Thus, an inquiry of the recent research should be conduct to fulfilling of research gap on enhance of the market position for the electric- vehicle industries. Further, the focus of an antecedents- to leverage to the market position the fully- electric vehicles enterprise's.(Matthyssens et al., 2015)(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluoto, 2015; Kasper-Brauer & Leischnig, 2016; Kianto, Sáenz, & Aramburu, 2017; D. Kim, Cavusgil, & Cavusgil, 2013; Landroquez, 2013; G. Latham, Seijts, & Slocum, 2016; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Nicole, Vaughan, Zabihullah, & Mei, 2016; Obal & Lancioni, 2013; Ouakouak & Ouedraogo, 2017; Pittino, Visintin, Lenger, & Sternad, 2016; Rakesh, Narendra, & Sandeep, 2017; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017; Yulius, 2019)

In this present study, the sale of fully electric automotive-complexity industry within on marketing divisions entire automotive firms should provide the special business strategic and to improve the market positions on building the digital- relationship with entire consumer in complexity automotive industry. (Mohsen & Eng, 2016; W.-L. Wang, Malthouse, Calder, & Uzunoglu, 2017)

Therefore, to enhance of the market- position was drive the new- opportunity to pursue the financial performance and it was build the new ways alters the consumer- value, the improvement of the consumer durables and alignment of the marketing capabilities.(Mitrache, 2012; Vorhies & Morgan, 2005) In particular, the business plan was choices by the top of managers and it was make improvement of the motor vehicles strategic-business within the high digitalize- competencies within among employee of fully electric vehicles. Hence, an energy generation within complexity

industry pertains; the improvement- vehicles design, digitalize- the modern manufacture, improvement of the automatize-sale and electricity generated. (Guo et al., 2018)(Bravo, Matute, & Pina, 2015; Iyer, Hong Xiao, Sharma, & Nicholson, 2015; Kang & Lam, 2016; Mullen, Kelloway, & Teed, 2017; Nahrgang et al., 2013; Raybould & Wilkins, 2006; Sambasivan, Abdul, & Yusop, 2009).(Hamilton, 2011; Poisson-de Haro & Bitektine, 2015; Reid & Brady, 2012; Z. Wang, Sharma, & Cao, 2016)(Aima, Susilo, Purwanto and Wiratih, 2015)(Kachersky & Lerman, 2013; Wilhelmus Hary Susilo, 2019).

Actually, the scholar would make some improvement within the goal setting research- model of the market position conducted on the goal setting theory base on the motor vehicles firms to win the competitions within complexity industry, and the management the organization strategies impacted the business- marketing plan for the sustainable and the management practice on the marketing- transformational- digitalized leadership.(Shelby D. Hunt, 2011b; Hunter & Panagopoulos, 2015; G. Latham et al., 2016)(Corsaro, Ramos, Henneberg, & Naudé, 2011; del Alonso-Almeida, Bagur-Femenías, & Llach, 2013; Mitchell & Bruno, 2016; Xu et al., 2019).

An alignments to investigate the venture of motor vehicles of fully electric vehicles in Jakarta that it would enhance the best-market positions to the disruptive economics and an agile management.(Shelby D. Hunt, 2011a, 2012)(Estrada, Faems, & de Faria, 2016; Ivens, Pardo, Niersbach, & Leischnig, 2016).

1.1. The Enhance of Market Position and the GST

The researcher was evidence to the goal setting theory as the factors (e.g.; clear-direction, improvement an effort, elevated the persistence and venture-marketing strategy) that it necessary of marketing strategies in the company of fully electric automotive in Jakarta within industries for satisfy to the consumers and enhance the market position (Shelby, 2012).(Bravo et al., 2015; Fink, Yogev, & Even, 2016; Ivanova & Ivanov, 2015; Iyer et al., 2015; Xu et al., 2019).

Moreover, the best-market position in the company within entire the salesperson employee and the general top manager of the private-corporate for facing its competitions and disruptive economics situations in the recently of the digitalize era that must be build the digital culture.(Hult, Ketchen Jr, & Reus, 2001; Javad Khazaei, Masood, & Ezat Amirbakzadeh, 2017; Mitchell & Bruno, 2016; Mitrega, 2012).

Furthermore, the GST- theory have facing the competition among firm in heterogeneous business in the entire of the automotive firms performance and the sustainable competitive advantage to create the best marketing strategy policy, bundles and provide the top-organization's resources, effect of personalities and perception and for achieving the salesperson experience- performance supported and increased the market position based on the digital marketing- complex task effort.(Bipp & Kleingeld, 2011; Shelby D. Hunt, 2013)(Alisher Tohirovich, Changjoon, & Junghyun, 2017; Becherer, Helms, & McDonald, 2012; Chen & Latham, 2014; Gabriëlsson, Seppälä, & Gabriëlsson, 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,

Monique, & Guy Van, 2017; C.-J. Wang, Tsai, & Tsai, 2014; Xiaohong, Chengfeng, Yanbo, & Gaowen, 2015; Zhao, Feng, & Wang, 2015)

The scholars was provide the GST to alignments the research gap of the market position complexity industry and it evolved the body of knowledge within of result the novelty of the research result from an empirical research for pursue the market positions of the firms that conducted within the organizational team work and the salesperson within the difficulty- target and an experiment in industry.(Aparicio, Basco, Iturralde, & Maseda, 2017; Burdina, Hiller, & Metz, 2017; Chang et al., 2019; Gutt, von Rechenberg, & Kundisch, 2020; T. T. Kim & Lee, 2013; Landers et al., 2017; Motel, 2016).

Owing to fulfill the research gap in this study within GST and R-A Theory the research question was how to pursue of the market position within the company of fully electric automotive is positively related in disruptive- economics era.

1.2. The Research- Model and Necessary Hypothesis

Actually, the enhance of the market position the e-motor vehicles in Jakarta, that it to develop the finding and evolved the management- science to constrain of the superior- market positions and it conducted by the digitalize- marketing business planning and the international human resources as the expatriate person in complexity industry.(Fan, Xia, Zhang, Zhu, & Li, 2016; Rodwell et al., 2018)(Chiang & Birtch, 2010; Gupta, Singh, & Bhattacharya, 2017; Mohamed, 2016; Munir, Rahman, Malik, & Ma'amor, 2012; Silva, Gerwe, & Becerra, 2017).

After this disruptive economics- business situation within the fully electric vehicles- marketing firms' performance and enhance of the market position, the study has encompassed of the goal setting difficulty to pursue of the customers durables and the sale of electric vehicles. (Shelby D. Hunt, 2013; Pelin & Shelby, 2012)

Further, the management would determine of well mechanism to attempt the market position and digitalize- marketing firms-performance within innovation venture-effort of entire salespersons within the digital marketing and improve the well persistence based and the task marketing strategies of the enterprise's to enhance of the market position.(Shelby D. Hunt, 2011b)(Deschamps & Mattijs, 2017; Gutt et al., 2020; Landers et al., 2017; Santos, Basso, Kimura, & Kayo, 2014; Xu et al., 2019)

Indeed, the research- models within e-vehicles to pursue the market position within the company of fully electric vehicles as follow figure 1, below:

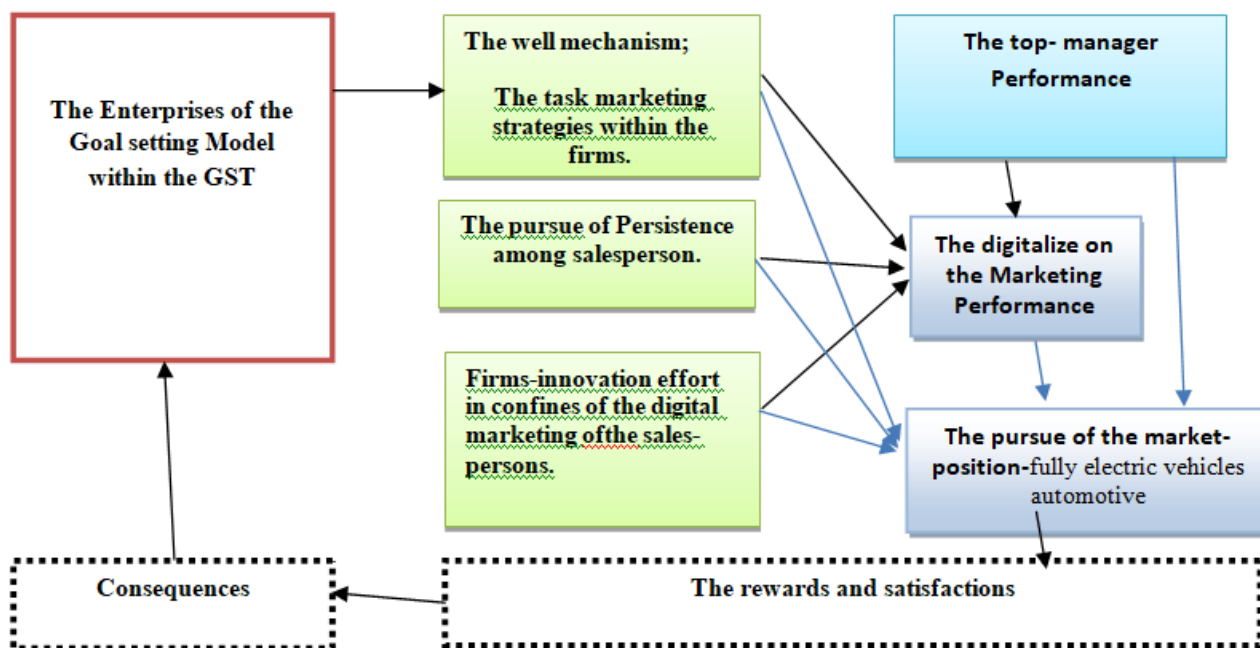


Figure.1. The Research Model to Pursue on the Distinctive Market Position of the company fully electric vehicles automotive in Jakarta
 (Source: Develop from an Author)

The hypothesis in this study of the conceptual research model to pursue the market position on the company fully electric automotive in Jakarta, as follow:

H₁: The pursue of the market position within the company of fully electric automotive is positively related in disruptive- economics era.

2. Materials and Methods

2.1. The sample size, data collection and the measurement of among latent variables

The target populations was conducted within non-probability sampling within the convenience-perception 200 respondents in the company of motor vehicles industries in Jakarta and JABODETABEK.(Borenstein, Hedges, Higgins, & Rothstein, 2009; Hertwig & Pleskac, 2010; Mathwick, Wagner, & Unni, 2010; Susilo, 2020b; Thomas, 2013; Vos, Schiele, & Hüttinger, 2016).

Hence, the quantitative methods and the design of management research conduct with survey and supported by the self-administered questionnaire and it measures the rating scale (1 to 10 rating independently scale) of the latent variables and it responded on enhance the market position in the company of motor vehicles industries.(Samson, Gloet, & Singh, 2017; Stundziene, Startiene, Remeikiene, & Dapkus, 2015; Susilo, 2020a) (Sekaran and Bougie, 2016).

Moreover, the test among variables that it conducted within the first CFA test and the goodness of fitted and it conducted within the measurement research- model and the structural equation-modeling phase by the one step approach, in the fully electric vehicles automotive industries (Agostini, Nosella, & Filippini, 2016; Ghozali, 2013; Jangl, 2016; Susilo, 2020a) (Hair, Black, Babin and Anderson, 2010) (Evermann & Tate, 2016).

Therefore, the latent constructs deployments of the well mechanism evidence to the GST- to pursue of the goal difficulty, challenged and required to enhance the well mechanism that conducted to the effective of the firms-business task marketing to the salesperson target to find out the good ways, enhance the persistence of salespersons and an energizing to innovation effort in the digitalize marketing for achieving the firms-targeted and the role of top manager performance.(Brashear, Bicen, & Hunt, 2012)(Landers et al., 2017; G. P. Latham, 2016).

In particular, to enhance the venture- marketing performance and enhance to the market position-competitive advantage would measure by the very knowledgeable firms-salesperson and improvement an efficient the firms- production process.(Ferdinand & Fitriani, 2015; Shelby D. Hunt, 2015; Hunter & Panagopoulos, 2015; Sugiyarti, Ferdinand, & Nurchayati, 2018)

3. Results

3.1. The Hypothesis testing

The model should have to conduct by the SEM procedures of an entire the latent were un-observed constructs. (Susilo, 2020b). Moreover, the measurement of the research-model and the structural has conducted to the confirmatory procedures in the SEM, within the fully automotive industries, the GOFI-model and hypothesis assessment. (Ghozali, 2013; Susilo, 2020b)(Susilo and Yulius, 2017)

Briefly, the empirically- result within motor vehicles industry would have analysis comprise; the sensitivity data (the test not have the outlier and missing data and the z value <2.50 for the bias-data) and the distribution data- multivariate of normality (Susilo, 2020b).

However, the GOFI- model analyzed within the entire an indexed best-value. (Susilo, 2020a), equally important, in the measurement stage was have the coefficient value to predict within the range of $-.10$ to 5.08 , the error value was $.32$ to 2.23 , the contribution value of R^2 were $.00$ to $.88$ and the significance t value were $.16$ to 15.88 .

Further, the hypothesis confirmed conducted the coefficient of t value >2 .(Augusty, 2014; Susilo, 2016, 2020b),in pandemic situation the researcher would enhance the simulations- data it was determinant on the standard error of means, standard deviation and the amount of the samples and the confident intervals (CI-95%) and the less- standard error of mean (SEM). In fact, the raw data entire score of observed variables was $-.12$ to $.98$ within the covariance matrix. (Akhsanul Khaq, 2020; Susilo, 2020a, 2020c)

Indeed, the scholars have some analysis within the structural hybrid- model stage to confirmed hypothesis as follow table 1 below:

Table 1. The Hypothesis Confirmed

No	The Path-Hyphotesis	Estimate value	Error value	T value	Remarks
1	Top Manager Performance (TMP)→Digital Marketing Performance (DMP)	.55	.15	3.68	confirmed
2	Task Marketing Strategy (TMS)→Digital Marketing Performance (DMP)	1.19	.13	9.46	confirmed
3	Persistence of Salesperson (PSP)→Digital Marketing Performance (DMP)	.27	.036	7.56	confirmed
4	Innovation Effort Digital Marketing (IEDM)→Digital Marketing Performance (DMP)	.02	.047	.42	Not-confirmed
5	Digital Marketing Performance (DMP)→Market Position (MP)	.29	.12	2.36	confirmed
6	Top Manager Performance (TMP)→Market Position (MP)	-.66	.33	1.99	confirmed
7	Task Marketing Strategy (TMS)→Market Position (MP)	1.50	.14	10.57	confirmed
8	Persistence of Salesperson (PSP)→Market Position (MP)	.76	.078	9.73	confirmed
9	Innovation Effort Digital Marketing (IEDM)→Market Position (MP)	-1.07	.089	11.94	confirmed

The hybrid model within one- step approach on the company of fully vehicles automotive industry have; the degree of freedom= 120, P=.00, RMSEA= .17, NFI=.62, NNFI= .56, CFI= .66, IFI=.66, RFI=.54, GFI=.71, AGFI=.58, PGFI=.49, indicted that it was not fit and enough- good hybrid model. An empirical evidence, from table 1, the pursue **of the market position (MP) in the company could more determining from the innovation- effort in digital marketing (IEDM)** also the firms- task marketing strategies (TMS), and also the persistence of salesperson.(Asmus, Karl, Mohnen, & Reinhart, 2015; Deschamps & Mattijs, 2017; Hunter & Panagopoulos, 2015; T. T. Kim & Lee, 2013; Pelin & Shelby, 2012; Stamatogiannakis, Chattopadhyay, & Chakravarti, 2018)

The yield data within the value of covariance matrix of the among latent variables have the value in the range of .01 (TMP and MP) until 1.61 (IEDM and MP). Moreover, the contribution value of R2 were 1.00 to 1.12, also the error was on the range .001 to 2.12. Certainly, the covariance matrix value of the independent variables was on the range of .02 to .72, event more the covariance matrix of the latent variables was on the range of .02 to 1.61.(Del Bucchia, Lancelot Miltgen, Russell, &

Burlat, 2020; Keeny, 2016; Muthén & Muthén, 2017; Susilo, 2020c; Wilhelmus Hary Susilo, 2019; Yulius, 2019)

The implication to evolve the marketing- management science in this inquiry that due to the Top Manager Performance (TMP) \square Market Position (MP) was confirmed with t value 1.99, therefore the level of TMP could contribute on the body of knowledge within R-A Theory for competitions. Furthermore, owing to an evident based from the result could develop that to evolve marketing science should combine within human resources- management policy in the firms.

4. Conclusions

In summary, the mayor hypothesis; the pursue of the market position within the company of fully electric automotive is positively related in disruptive- economics era that on the hole, was very good to confirmed, that equally important have confirmed the entire 8 hypotheses testing and only hypothesis 4 was not confirmed. In conclusion, (1). Top Manager Performance (TMP) lead to Digital Marketing Performance was significant, (2). Task Marketing Strategy (TMS) lead to Digital Marketing Performance (DMP) was significant, (3). Persistence of Salesperson (PSP) lead to Digital Marketing Performance (DMP), (4). Digital Marketing Performance (DMP) lead to Market Position (MP), (5). Top Manager Performance (TMP) lead to Market Position (MP), (6). Task Marketing Strategy (TMS) lead to Market Position (MP), (7). Persistence of Salesperson (PSP) lead to Market Position (MP), and (8). Innovation Effort Digital Marketing (IEDM) lead to Market Position (MP).

Moreover, the best firm-value to enhance the market position in among firms – competitive advantage of fully electric vehicles that it conducted by venture- innovation management effort in the digital firms was the best confirmed to enhance the enterprises market- position. The scholar was alignments to research gap to the new model effectively pursue the marketing performance and to enhance the firms market position- competitive advantage on business (MP).

Hence, the research contributions comprises; first, to the theoretical implications to evolved of marketing science within the motor vehicles industry and the result was conducted with the GST as the firms- predicted to enhance the distinctive- marketing firms performance leveraged the firms- market position. Moreover, the second managerial implication to made some business strategic planning was increased the innovation effort in the digitalize marketing and the best task of marketing strategies of the entire the company of fully electric automotive and the automotive firms could develop the research and development department base on good- performance top manager.

Equally important, for the future study the researcher for made the hybrid model could determine the top manager performance, innovation, task marketing strategy base on digital within the robust data platform, and persistence salesperson to lead market position in advance technologies vehicle.

Finally, the new-novelty was on the Top Manager Performance (TMP) was the most significantly impact to the Digital Marketing Performance (DMP), which is why the resources advantage theory for competitions would confirm besides of the GST.

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The Declaration of conflicting interests

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