

WORKSHOP: MANAJEMEN REFERENSI DAN SITASI BERBASIS ENDNOTE V.7

BY: DR WILHELMUS HARY SUSILO



PERTAIN

fenomena

**Tulisan
ilmiah**

The research gaps

**How
finding-
novelty-
outcome**

endnote

**Data
base**

FENOMENA MANUSCRIPTS

Kum (indexes)- desiminasi- REVIEW PROCESS
LK/GB

Kesadaran diri- SCIENTIST

budget

Gap penelitian-GAP
THEORIES-gap business

Data base referensi-
grand theory- jurnal
terkait- novelty- model-
theories

bahasa

INDEX JOURNAL

- SCOPUS- CEK SJR
- INDEX COPERNICUS

PENELITIAN YANG BAIK

What is good research
(Cooper dan Schindler, 2014)

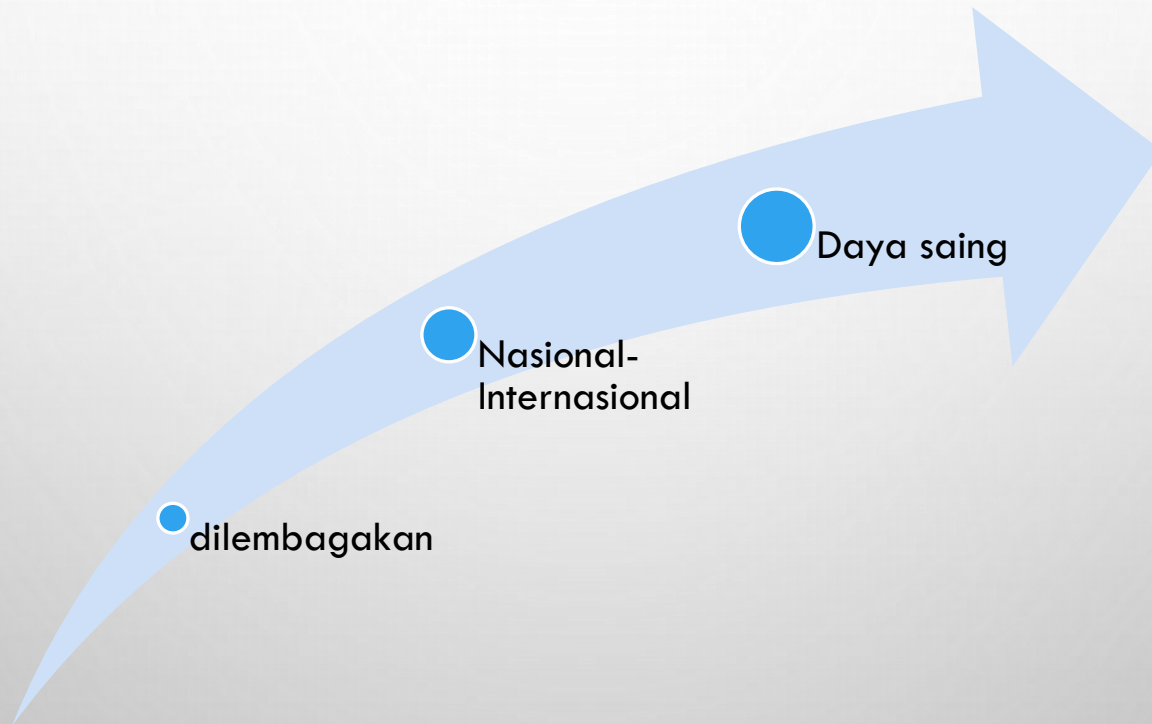
Good research

Follow the
standards →
scientific
method

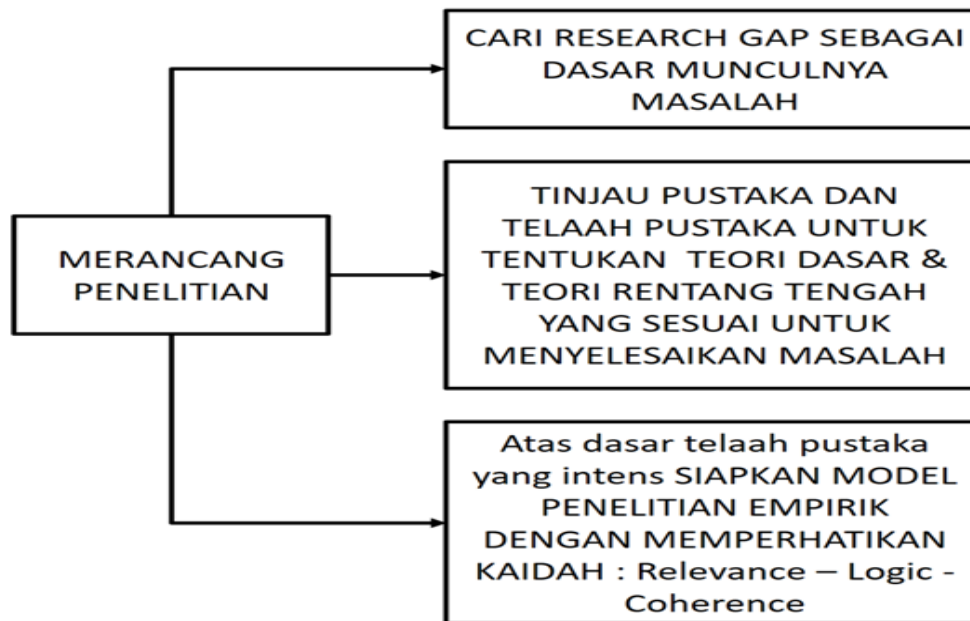
systematic

Empirically
base on
procedure

THE ETHIC CLEARANCE

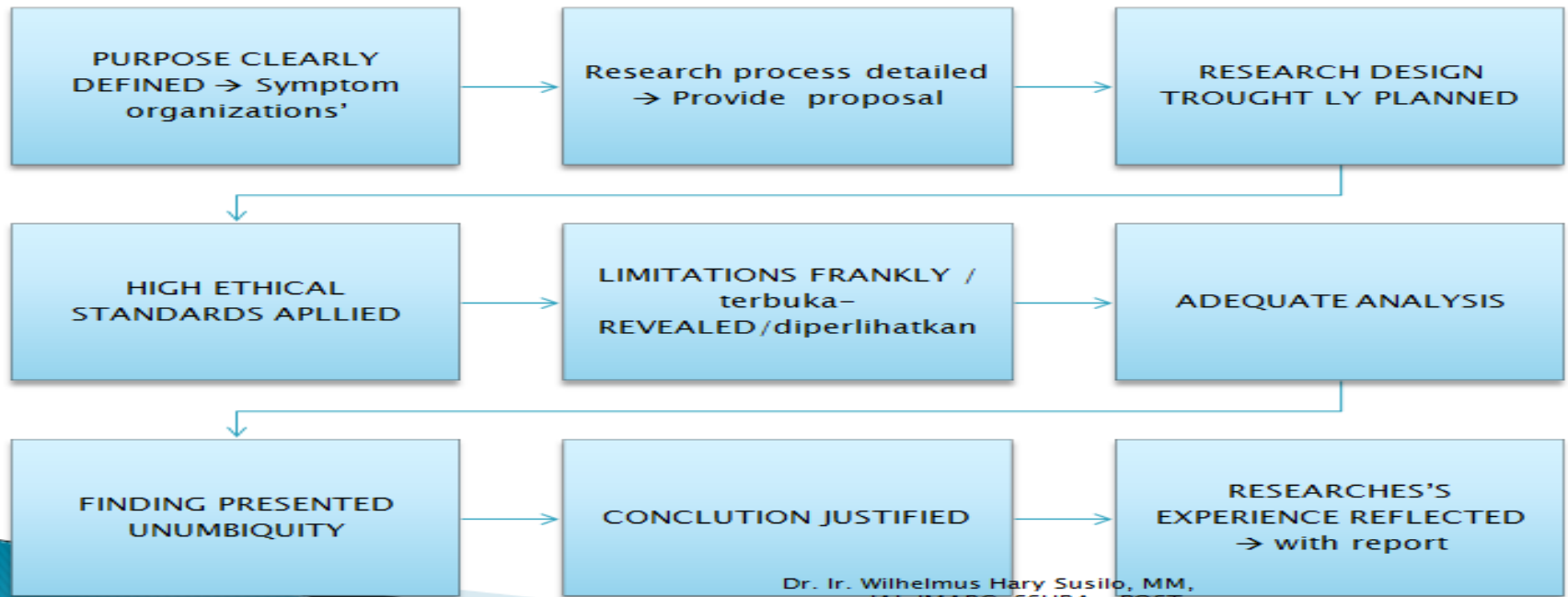


MERANCANG PENELITIAN



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

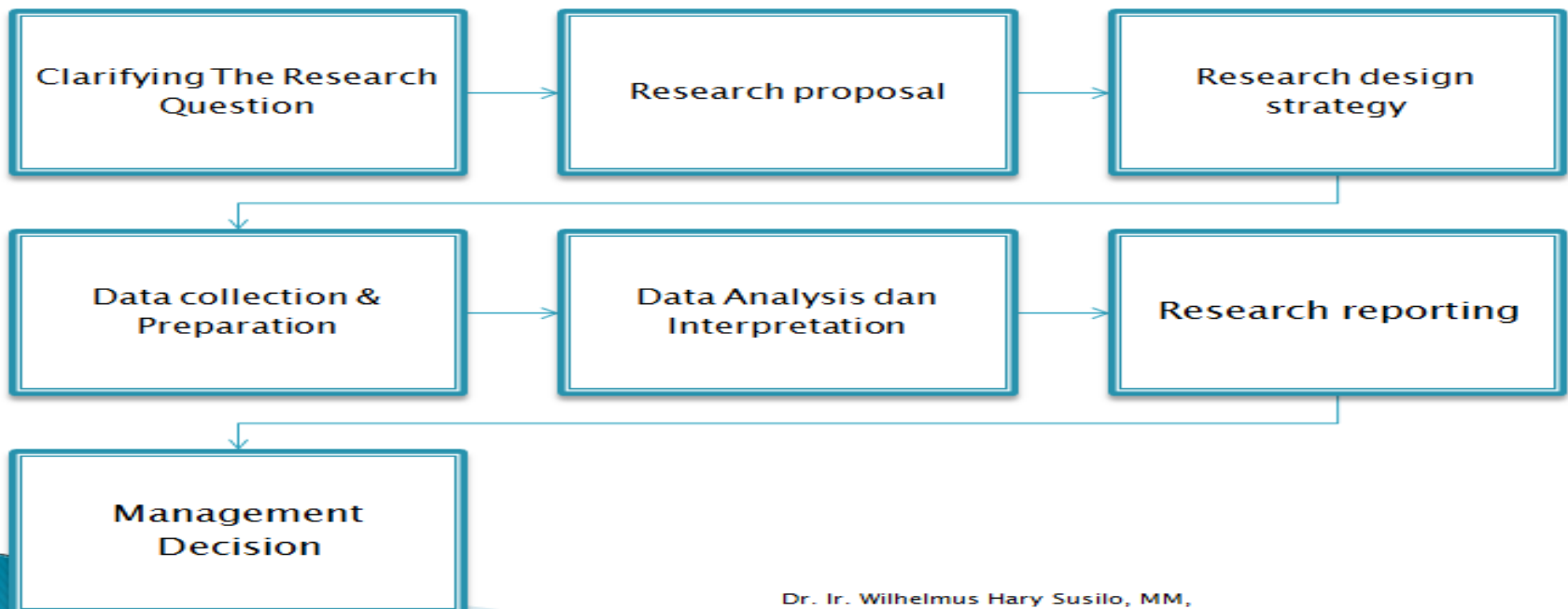
LOGIKA PENELITIAN



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

PIRAMIDA BERPIKIR BLOOM TAXONOMI

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

MENERAPKAN – MENGANALISIS

**MENINGGAT –
MEMAHAMI**

THE 5 RESEARCH GAP- GENERATING FOR AN IDEA OF MANUSCRIPTS

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 Intervining yg dikembangkan dari Grand Theory secara ONTOLOGI pemikiran bebas- hakekat	5. Gap- dgn Masalah yang dikembangkan dari KELEMAHAN penelitian sebelumnya.
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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 BY JAWORSKI



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

MENGENAI GAPS- PENELITIAN

FOR FULFILLING
THE **RESEARCH
GAP**

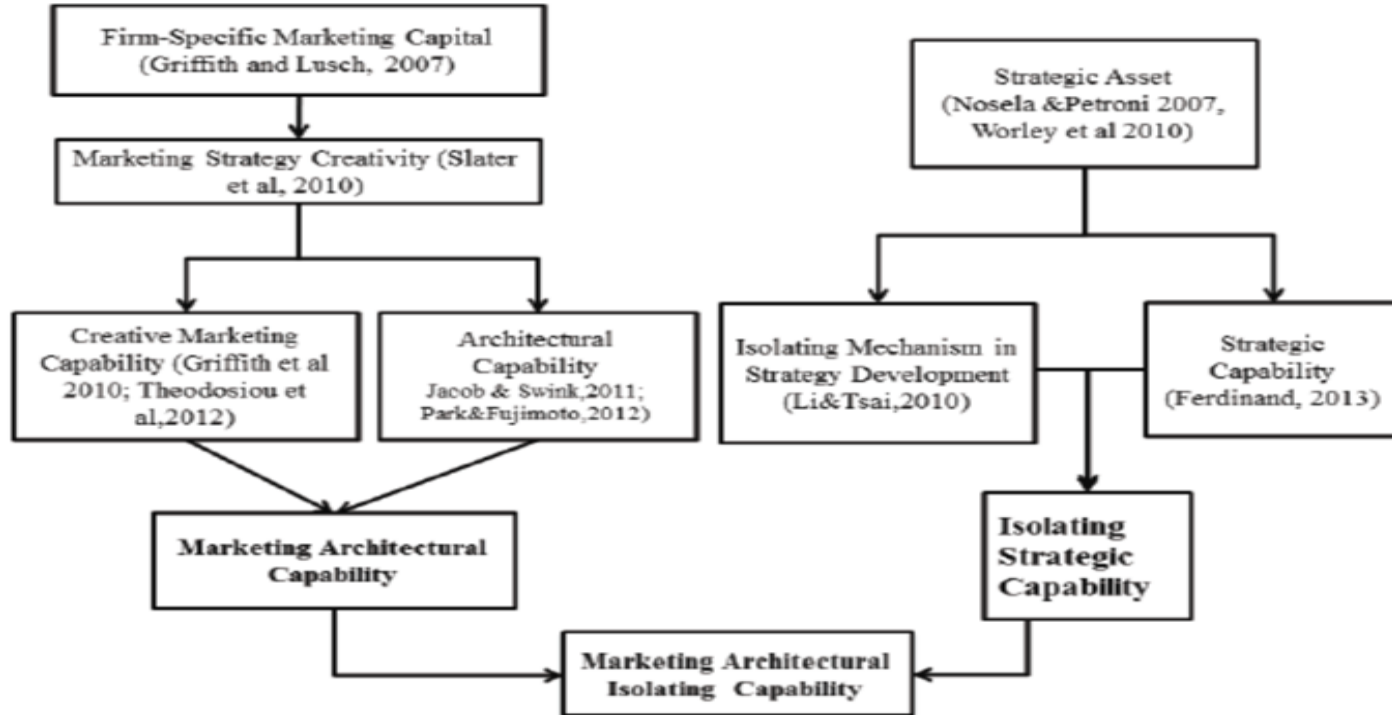
ON influence the
antecedents to
**Competitive
advantage**

THOUGHT THE
UTILIZATION OF
**ACADEMIC
VALUE
SUPERIOR-
Unique that
would LIFE
ENERGIZING
VALUE AND
RELIABLE
PURCHASE also
the Sustainable
Loyalty**

**THE OBJECTIVE OF THIS
RESEARCH**

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 competition and Service Dominant Logic.

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

TUJUAN PENELITIAN DENGAN KEBAHARUAN

TUJUAN PENELITIAN

Tujuan penelitian ini adalah untuk mengeksplorasi sebuah model konseptual baru yang berpusat pada konsepsi Aksentuasi Keunggulan Nilai Kehijauan untuk menyelesaikan gap antara inovasi produk dan kinerja produk baru.

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

LATIHAN DIAKHIR SESI

- TEMUKAN THE GAP- RESEARCH
- TAMBAHKAN VARIABEL YANG MENJADI NOVELTY- BERBASIS TEORI UNTUK MENGISI GAPS PENELITIAN
- MEMBANGUN MODEL- PENELITIAN
- CARI JURNAL YANG DITUJU DAN PAHAMI KEWAJIBAN-GUIDE FOR AUTHORS
- TEKNIK PENULISAN BERBASIS ENDNOTE

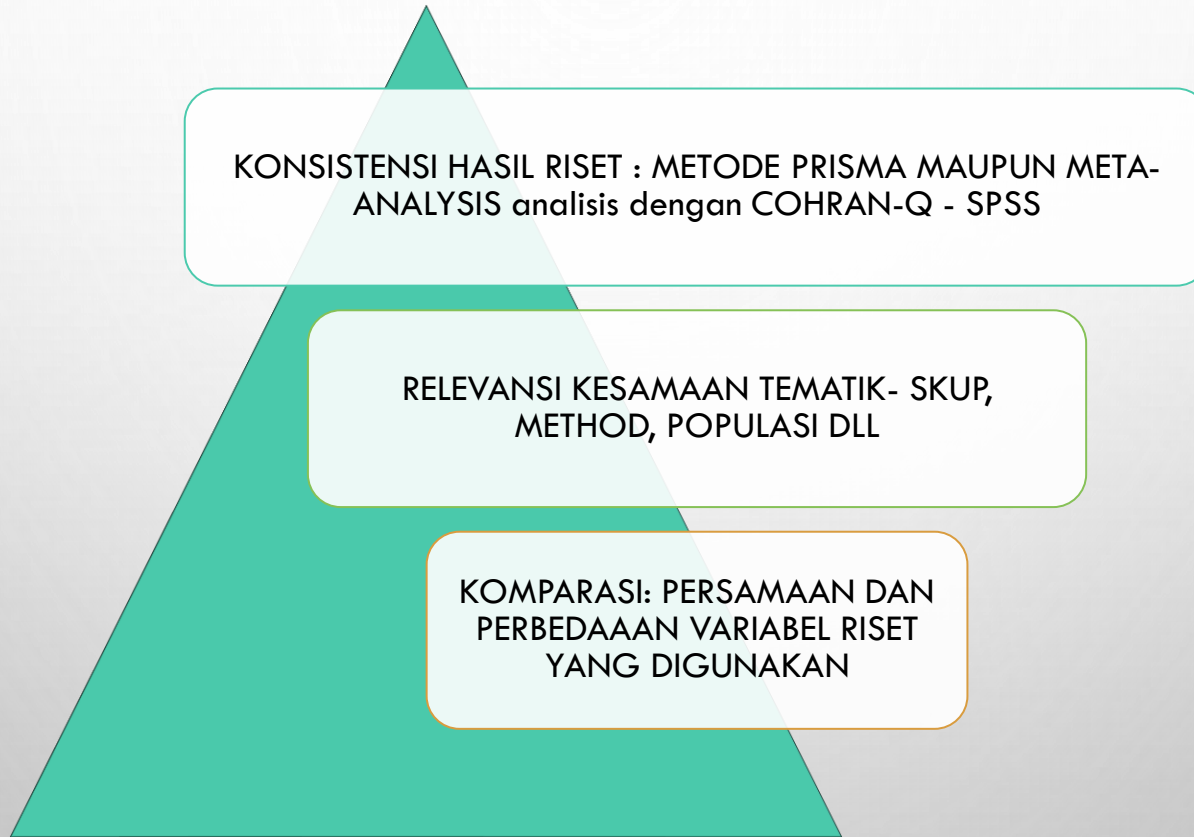
STRUKTUR TULISAN SECARA UMUM

- JUDUL
- ABSTRACT
- INTRODUCTION
- LITERATURE REVIEW AND HYPHOTESIS DEVELOPMENT
- METHODS
- RESULT AND DISCUSSION
- CONCLUSIONS
- ACKNOLEDGEMENT
- REFERENCE

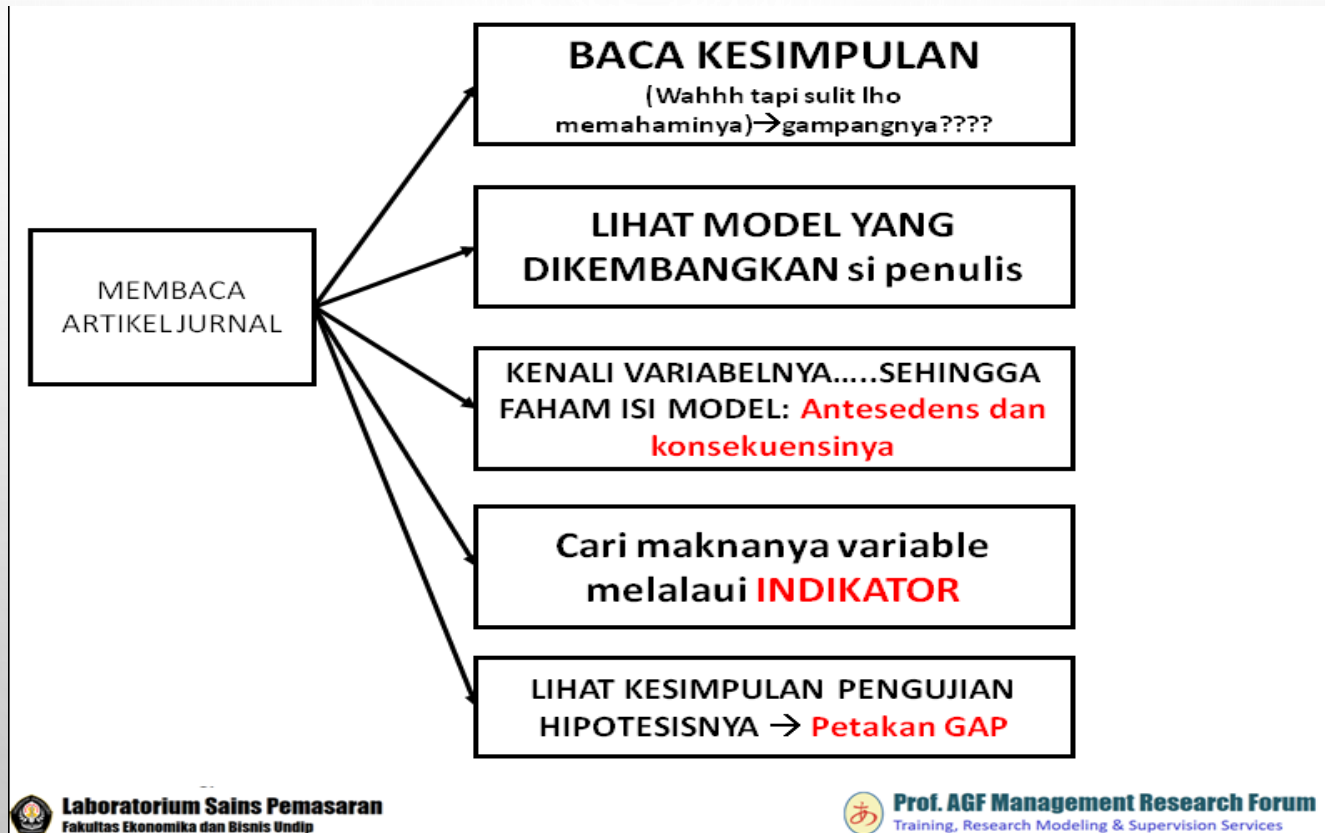
LITERATURE REVIEW AND DEVELOPMENT THE HYPHOTHESIS



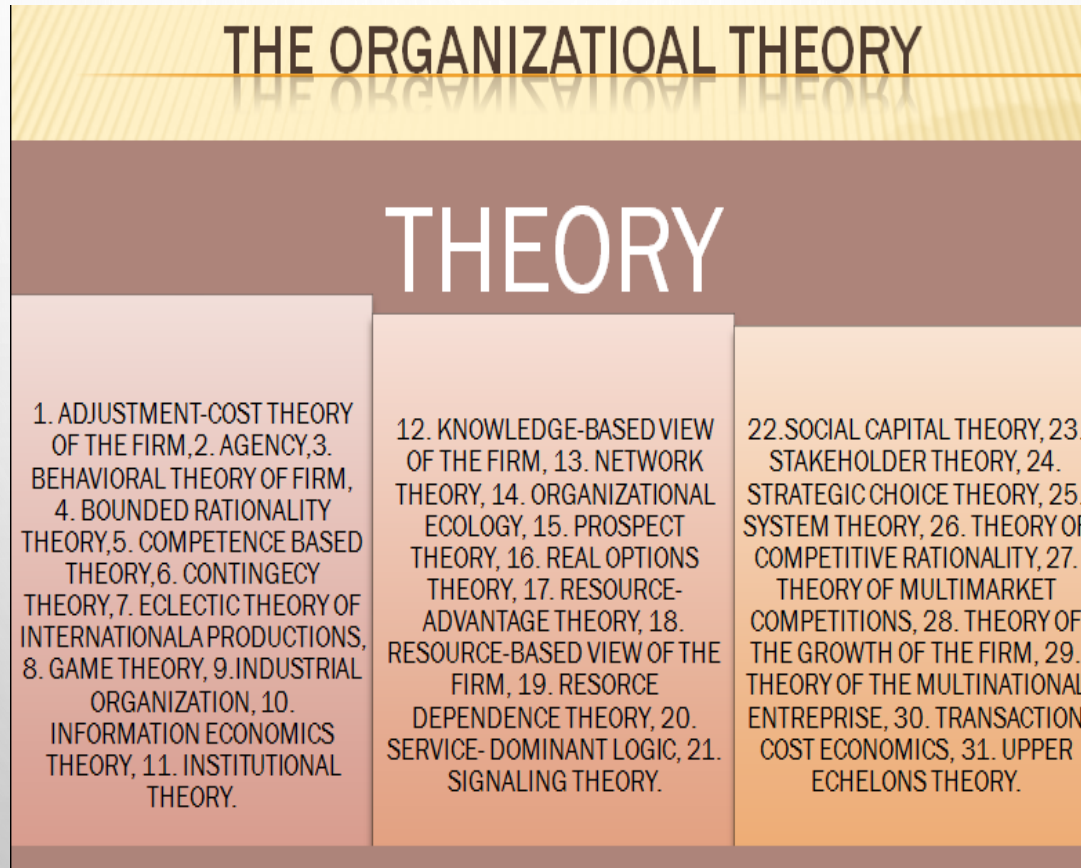
REVIEW INTERNATIONAL JOURNAL



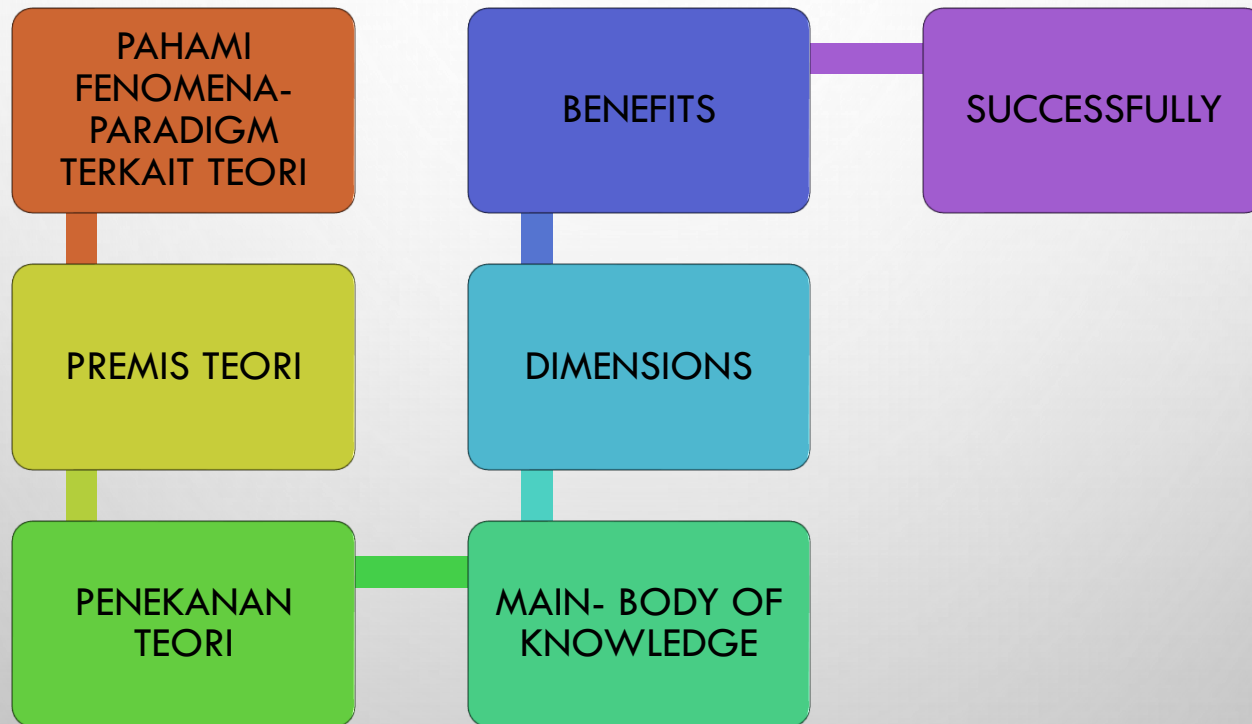
TEKNIK MEMAHAMI ARTIKEL JURNAL



THEORY- ORGANIZATIONAL

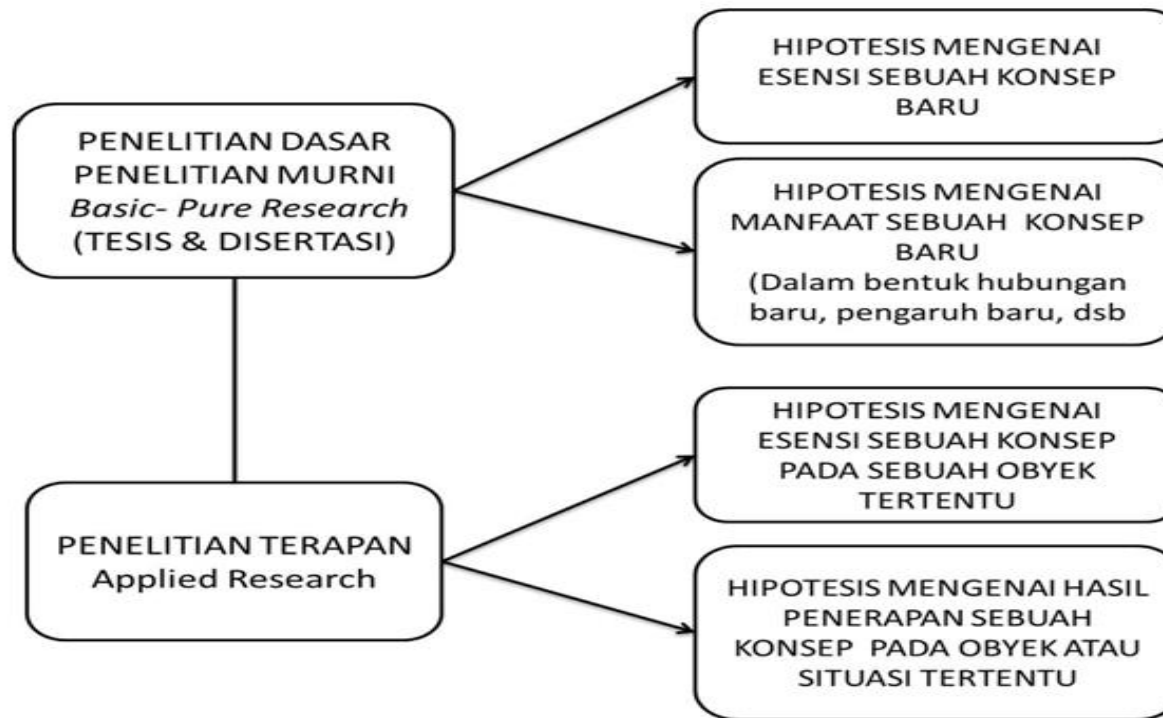


TAHAP MELAKUKAN LITERATURE REVIEW PADA SUATU TEORI



DESIGN RISET DAN HIPOTESIS

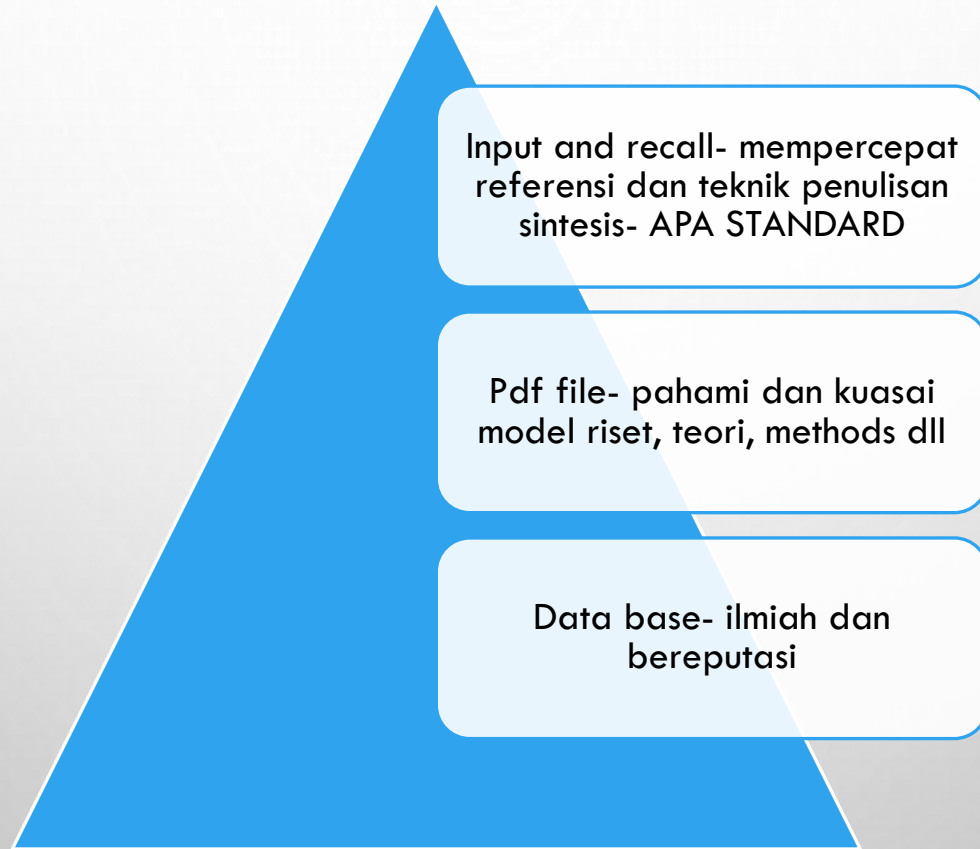
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ENDNOTE V7



THE ENDNOTE



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OUT PDF FILE BILA
INGIN MENDALAMI ISI

WORKSHOP- NASIONAL- 2020- Dr WHS- KAPRODI MM FEB UPI YAI - M

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LANGKAH

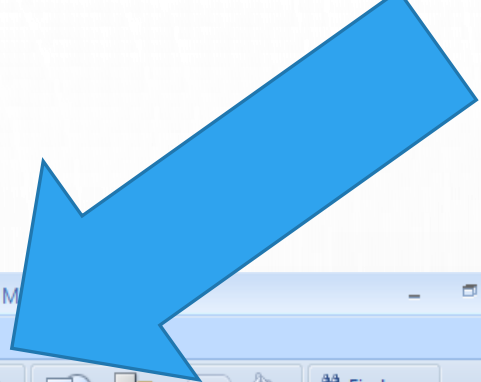
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12/22/2019 Dr Wilhelmus Hary Susilo- WORKSHOP NASIONAL 2020 28

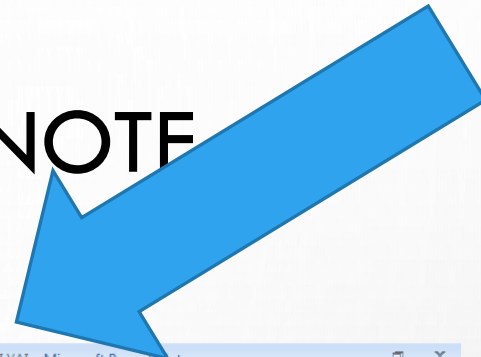
Click to add notes

8:40 AM 12/22/2019 Dr. Wilhelmus Hary Susilo- 2023

Slide 28 of 42 "Office Theme" 3/4/2023 31



GO TO ENDNOTE



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Style: APA 6th

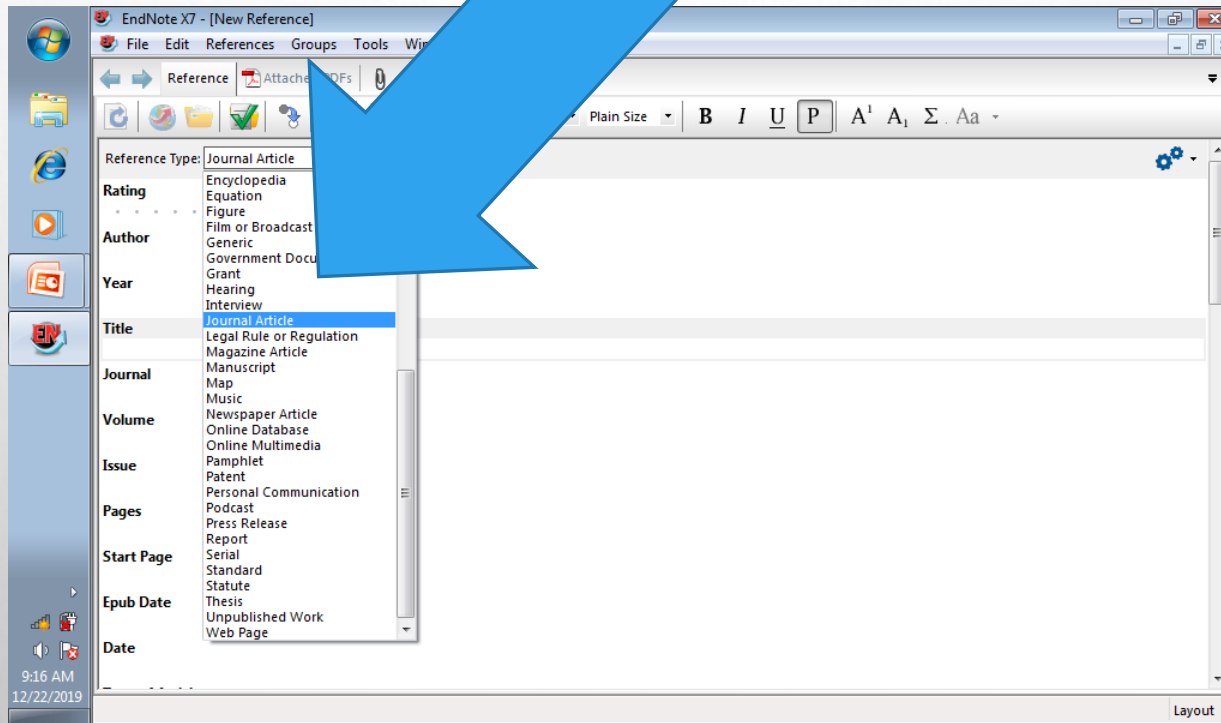
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Click to add text

Click to add notes

Slide 30 of 42 "Office Theme" 50%

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MUNCUL 7200- DATA BASE BERDASARKAN AUTHORS

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Search Options Search Whole Library Match Case Match Words

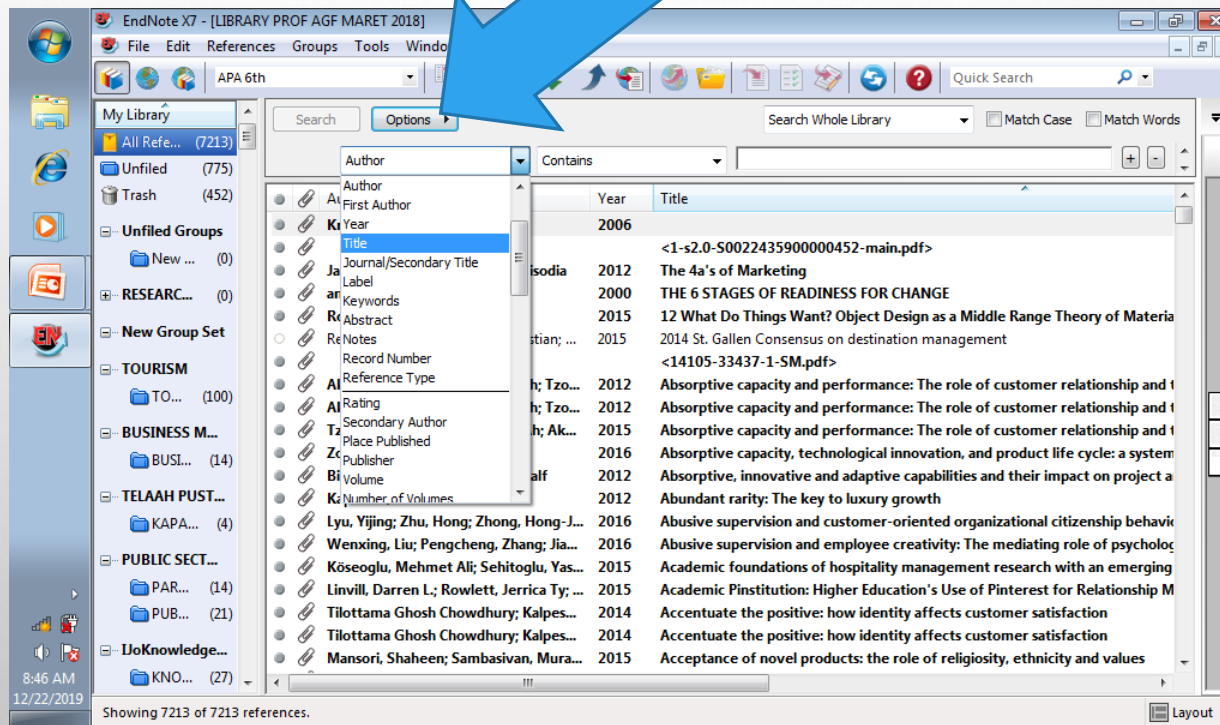
Author Contains

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
		<14105-33437-1-SM.pdf>
Akbar, Hammad; Kim, Young Ah; Tzo...	2012	Absorptive capacity and performance: The role of customer relationship and trust
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.

Layout

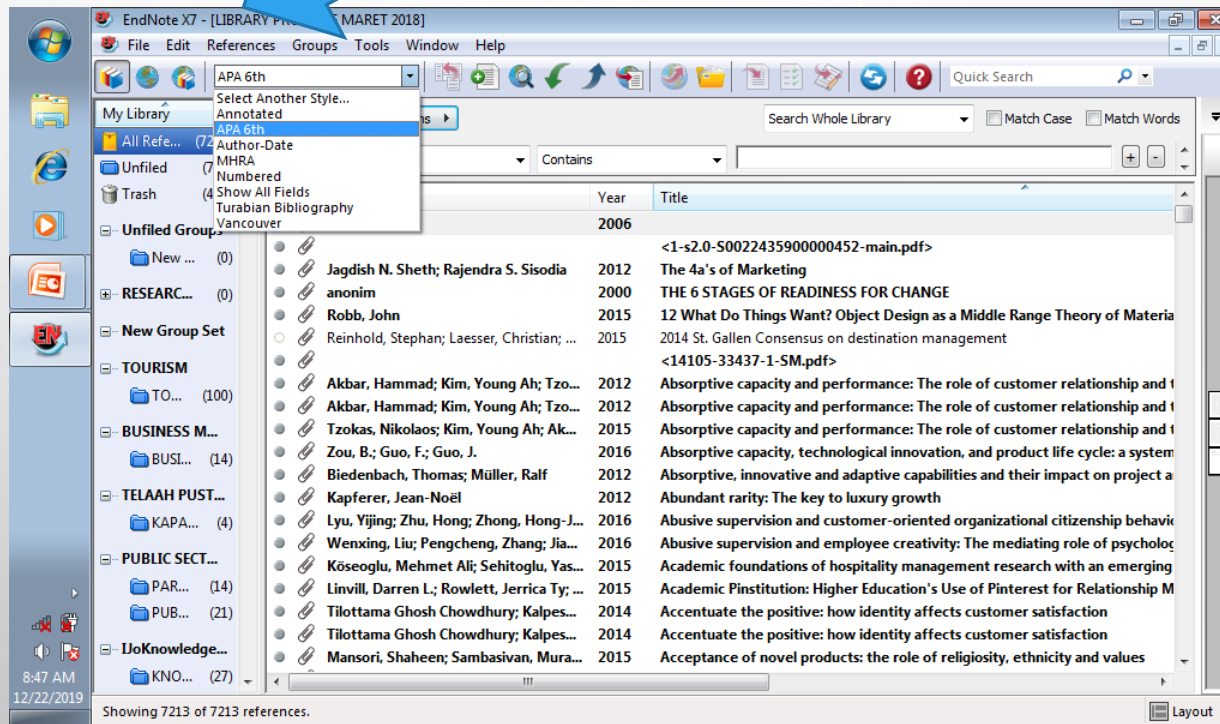
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Author	Year	Title
	2006	<1->2.0-S0022435900000452-main.pdf>
isodia	2012	The 4a's of Marketing
	2000	THE 6 STAGES OF READINESS FOR CHANGE
	2015	12 What Do Things Want? Object Design as a Middle Range Theory of Materiality
Re...	2015	2014 St. Gallen 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
alf	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 behav
Wenxing, Liu; Pengcheng, Zhang; Jia...	2016	Abusive supervision and employee creativity: The mediating role of psycholo
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
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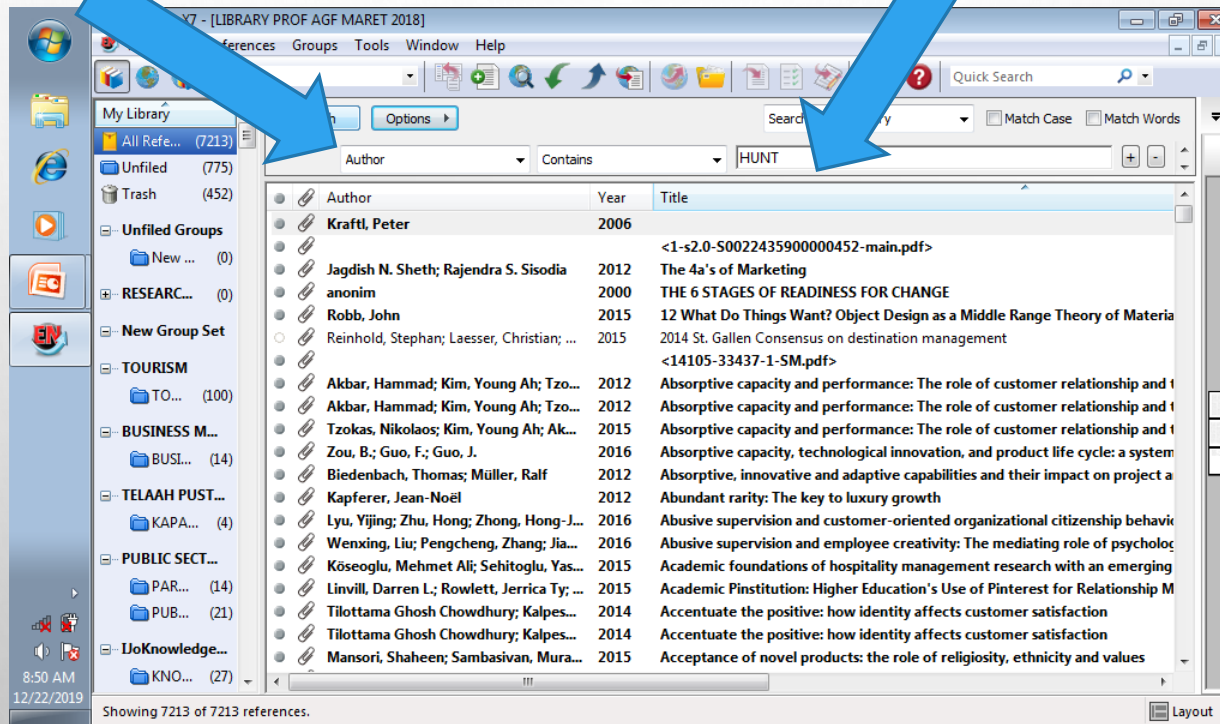
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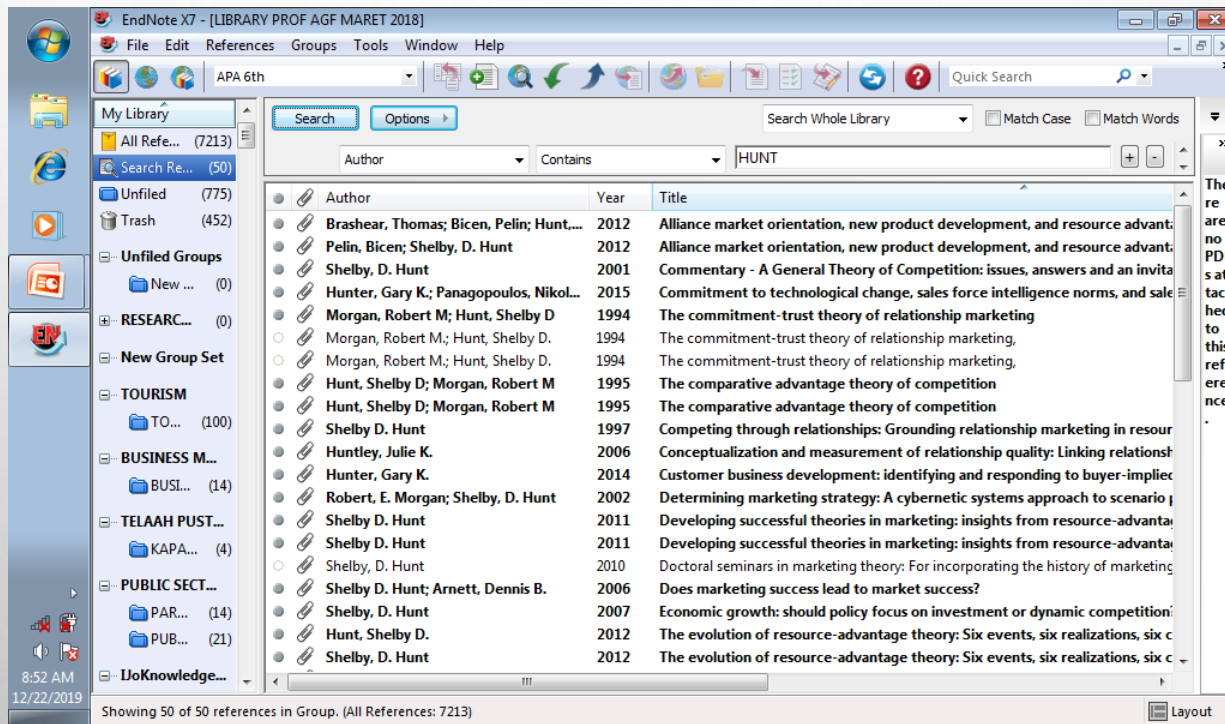
The screenshot shows the EndNote X7 interface. The 'References' menu is open, and 'APA 6th' is selected. A blue arrow points to this selection. The main window displays a list of references with columns for Year and Title. The status bar at the bottom indicates 'Showing 7213 of 7213 references.'

Year	Title
2006	<1-s2.0-S0022435900000452-main.pdf>
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
2015	2014 St. Gallen Consensus on destination management
	<14105-33437-1-SM.pdf>
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2012	Absorptive capacity and performance: The role of customer relationship and technology
2015	Absorptive capacity and performance: The role of customer relationship and technology
2016	Absorptive capacity, technological innovation, and product life cycle: a system dynamics approach
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2015	Acceptance of novel products: the role of religiosity, ethnicity and values

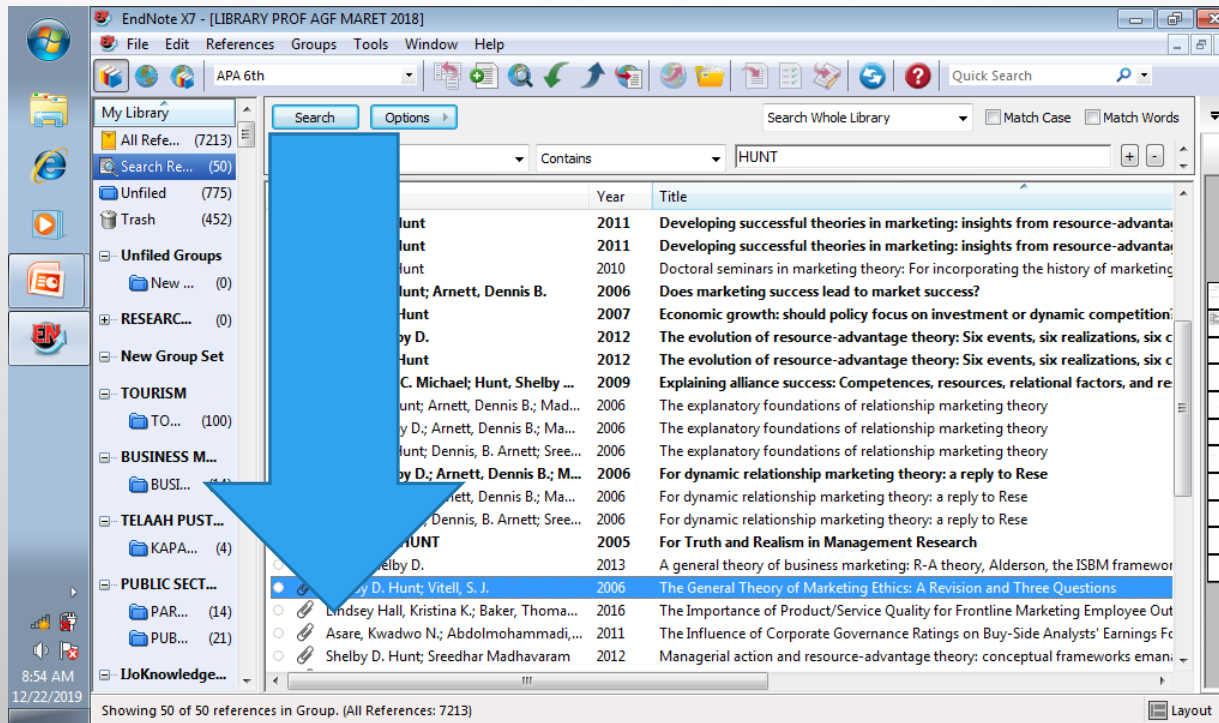
KETIK NAMA AUTHOR "HUNT" DAN KLIK "SEARCH"



MUNCUL SEMUA- 50 MANUSCRIPT DENGAN NAMA AUTHORS “HUNT”



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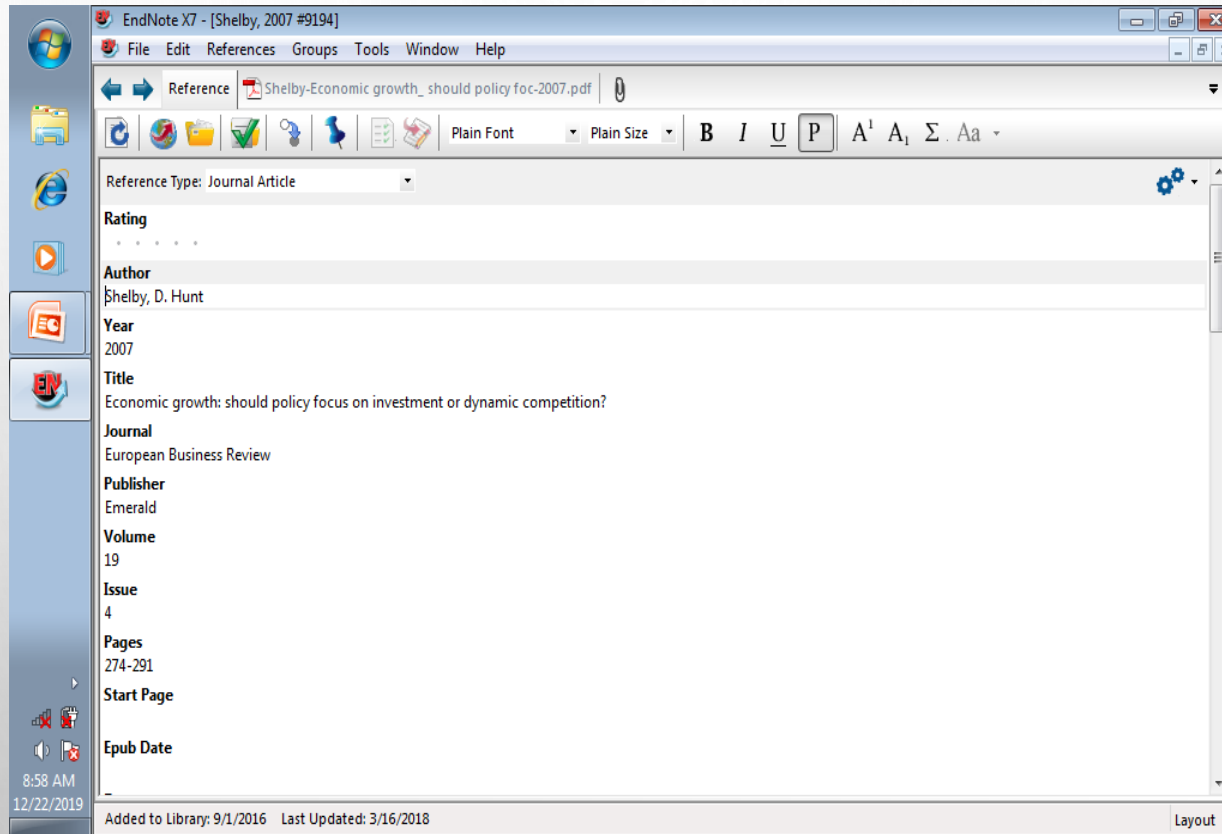
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Author	Year	Title
Shelby D. Hunt	2011	Developing successful theories in marketing: insights from resource-advanta
Shelby D. Hunt	2011	Developing successful theories in marketing: insights from resource-advanta
Shelby, D. Hunt	2010	Doctoral seminars in marketing theory: For incorporating the history of marketing
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
Shelby, D. Hunt	2012	The evolution of resource-advantage theory: Six events, six realizations, six c
Wittmann, C. Michael; Hunt, Shelby ...	2009	Explaining alliance success: Competences, resources, relational factors, and re
Shelby D. Hunt; Arnett, Dennis B.; Mad...	2006	The explanatory foundations of relationship marketing theory
Hunt, Shelby D.; Arnett, Dennis B.; Ma...	2006	The explanatory foundations of relationship marketing theory
Shelby, D. Hunt; Dennis, B. Arnett; Sree...	2006	The explanatory foundations of relationship marketing theory
Hunt, Shelby D.; Arnett, Dennis B.; M...	2006	For dynamic relationship marketing theory: a reply to Rese
Hunt, Shelby D.; Arnett, Dennis B.; Ma...	2006	For dynamic relationship marketing theory: a reply to Rese
Shelby, D. Hunt; Dennis, B. Arnett; Sree...	2006	For dynamic relationship marketing theory: a reply to Rese
SHELBY D. HUNT	2005	For Truth and Realism in Management Research
Hunt, Shelby D.	2013	A general theory of business marketing: R-A theory, Alderson, the ISBM framewo
Shelby D. Hunt; Vitell, S. J.	2006	The General Theory of Marketing Ethics: A Revision and Three Questions
Lindsey Hall, Kristina K.; Baker, Thoma...	2016	The Importance of Product/Service Quality for Frontline Marketing Employee Out
Asare, Kwadwo N.; Abdolmohammadi, ...	2011	The Influence of Corporate Governance Ratings on Buy-Side Analysts' Earnings Fc
Shelby D. Hunt; Sreedhar Madhavaram	2012	Managerial action and resource-advantage theory: conceptual frameworks eman

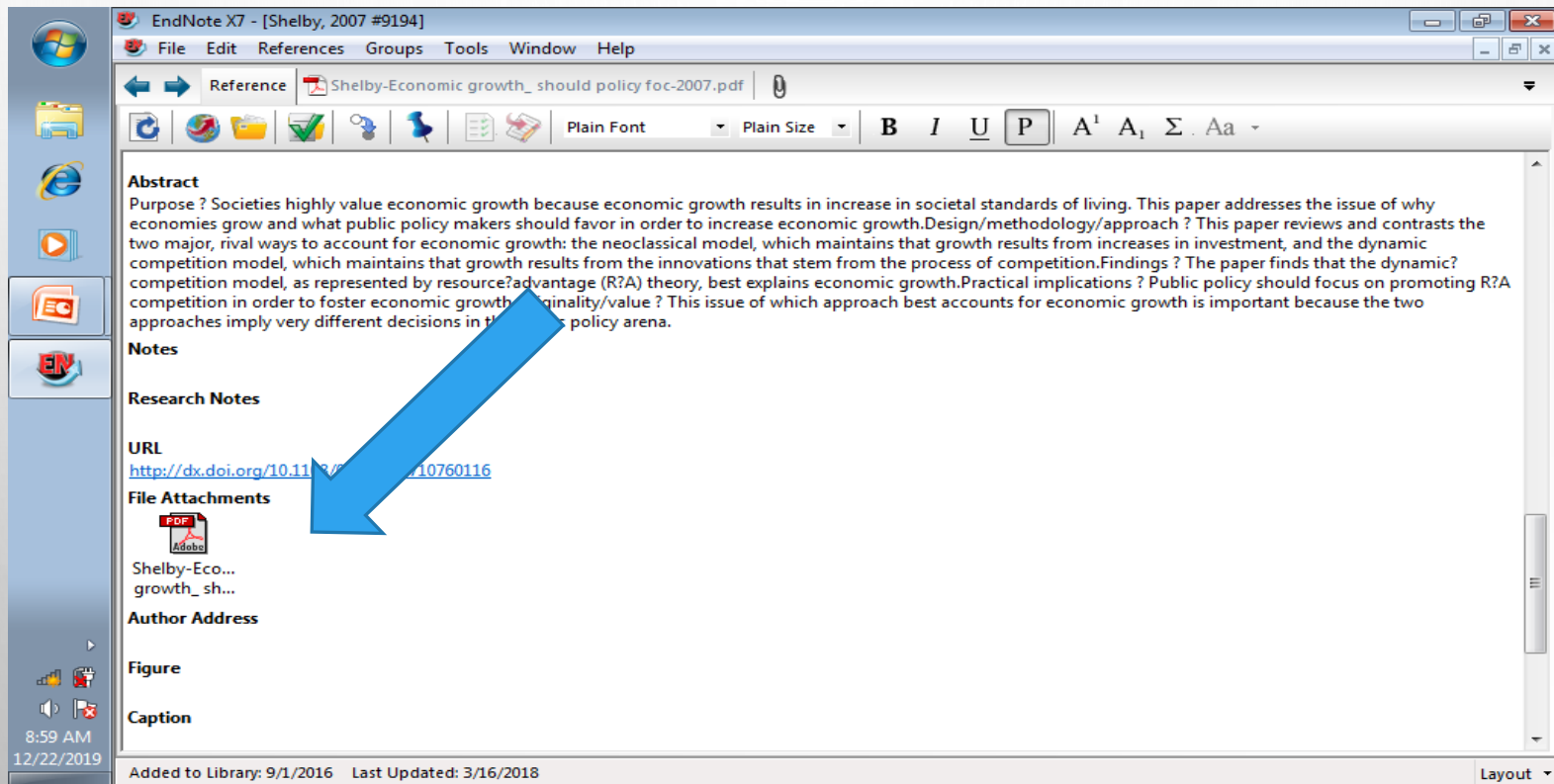
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Layout

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Shelby D. Hunt

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(2009), "Corruption and economic growth in some selected transitional economies", Social Responsibility Journal, Vol. 5 Iss 1 pp. 70-82 <http://dx.doi.org/10.1108/17471110910940014>

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CONTOH JURNAL SCOPUS Q3

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](https://doi.org/10.32479/IRMM.8628)

THE RESEARCH MODEL

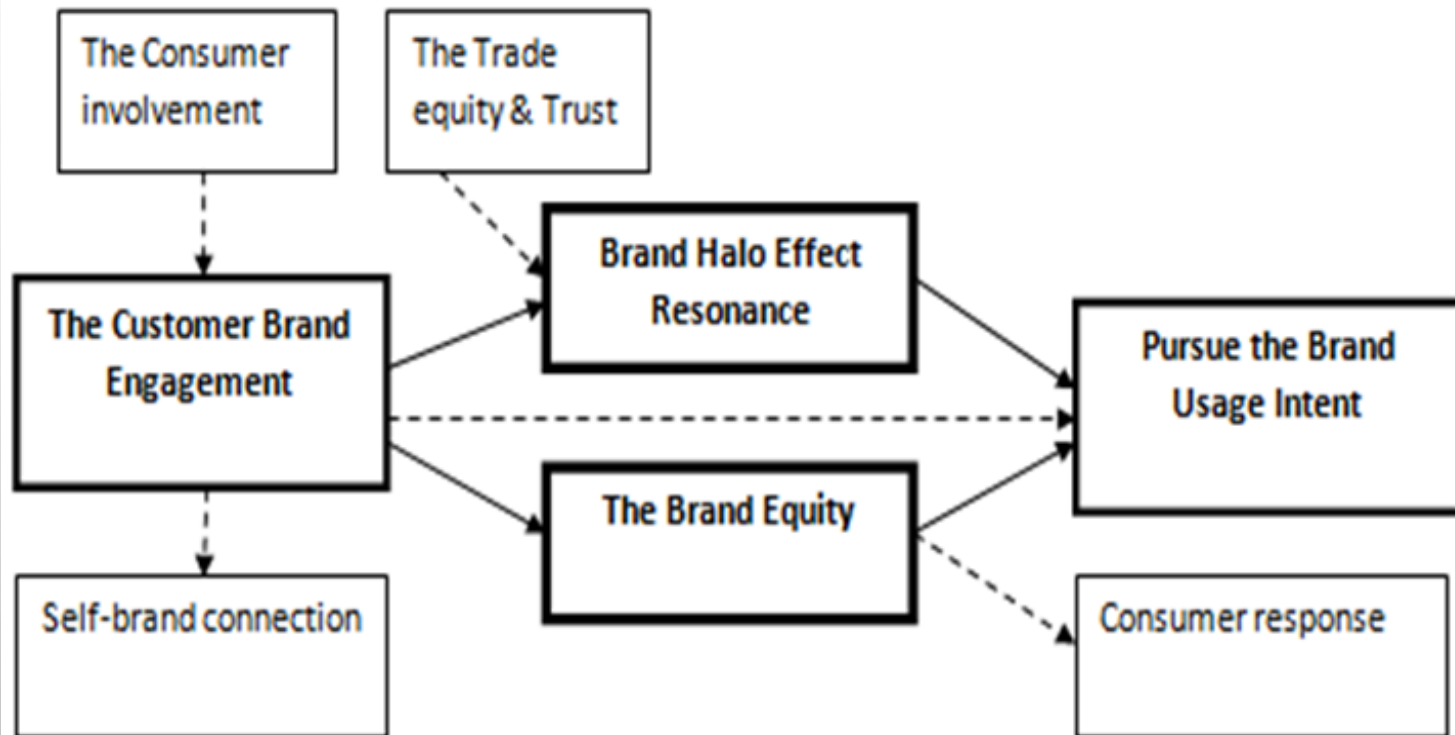
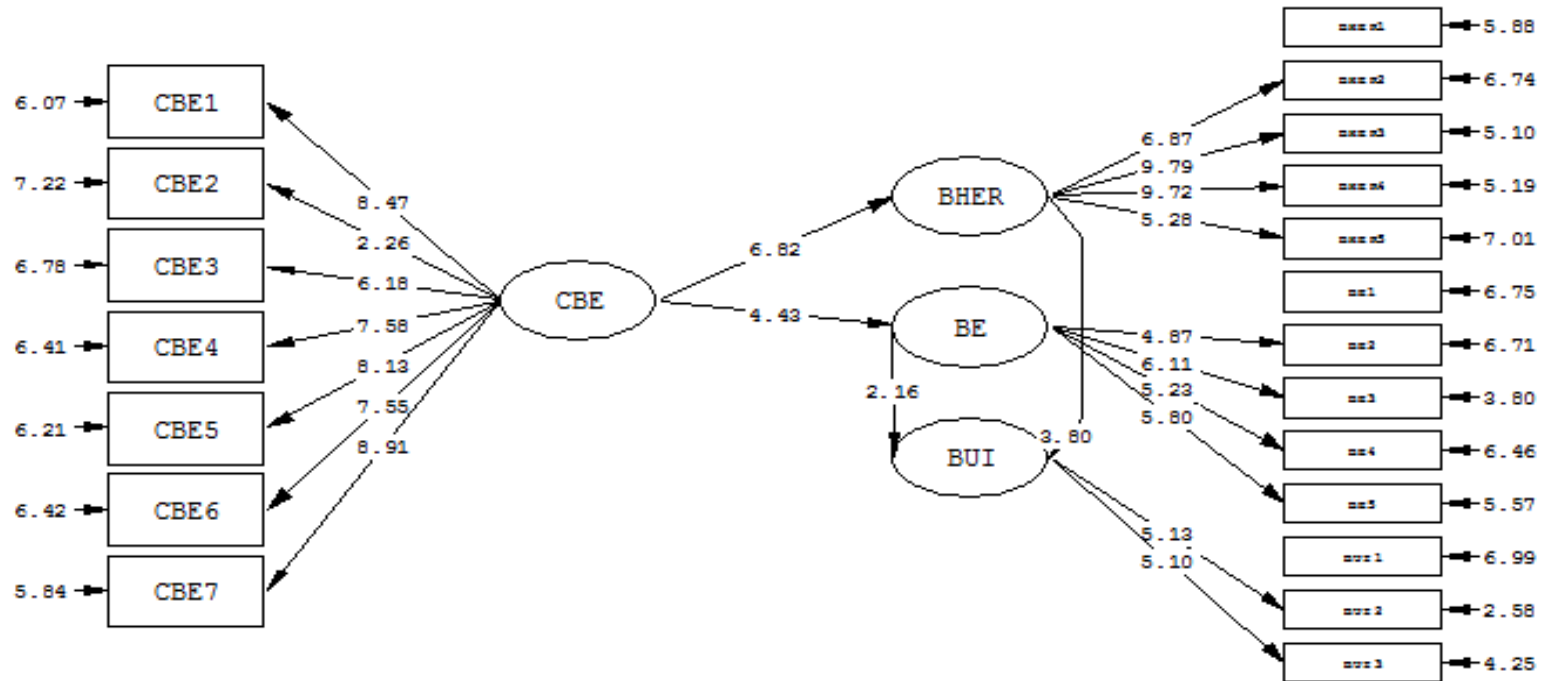


Fig.1. The Research Model to Pursue the Brand Usage Intent

THE RESULT CONDUCTED WITHIN SEM- I ISRFI



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	

THE GOFI

determined in table 3.

Table 3. The FittingHybridFull Modal

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: Prims 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

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THANK YOU FOR YOUR KIND ATTAINITIONS

