

THE MARKETING PERFORMANCE AND MARKET POSITION COMPETITIVE ADVANTAGE ON THE BUDGET- HOTEL IN JAKARTA: CONDUCTED WITHIN GOAL SETTING MODEL

by Wilhelmus Hary Susilo

Submission date: 12-Apr-2023 01:52PM (UTC+0700)

Submission ID: 2062342335

File name: 24_IJRSR-HARRY_SUSILO-YUDI_2021-FEB-IJRSR.pdf (724K)

Word count: 5850

Character count: 34214



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

CODEN: IJRSFP (USA)

International Journal of Recent Scientific Research
Vol. 12, Issue, 02 (E), pp. 41096-41103, February, 2021

**International Journal of
Recent Scientific
Research**

DOI: 10.24327/IJRSR

Research Article

THE MARKETING PERFORMANCE AND MARKET POSITION COMPETITIVE ADVANTAGE ON THE BUDGET-HOTEL IN JAKARTA: CONDUCTED WITHIN GOAL SETTING MODEL

YudiYulius and Wilhelmus H S

University of Persada Indonesia Y.A.I

DOI: <http://dx.doi.org/10.24327/ijrsr.2021.1202.5829>

ARTICLE INFO

Article History:

Received 13th November, 2020
Received in revised form 11th
December, 2020
Accepted 8th January, 2021
Published online 28th February, 2021

Key Words:

Marketing performance, the budget hotel,
and GM supported

ABSTRACT

This pandemic - era have to many decreased marketing targeting to implemented from the business planning on the heterogeneous- demand, and entire customers for satisfy among some budget- hotel visitors. This research would be inquiring some of the research gap within the marketing performance and its factors within goal setting model. Furthermore, the novelty research- of the model to the improvement of marketing performance and it's provided the contribution on body of knowledge on theory of goal setting in marketing science that it's have integrated within top managers support to long-run business. Furthermore, the research method was conducted within the confirmed strategy and the data- simulations analysis within an entire the latent variables with its dimensions. The yield of results- data were contribution on the body of knowledge to the theory that would to conduct in this synthesis to improved general managers support and strategies and to pursue the marketing performance within the firms in hotels industry.

Copyright © YudiYulius and Wilhelmus H S, 2021, this is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

The everlasting- business within the market- based management in marketing science that should in the situations within an emerging market, need more the marketer- skill, effort, direction, persistence and the task marketing strategies, salesperson experiences and also the well support need from the general- managers and the integration marketing- team as the research gaps from the previous research that could leads to the distinctive marketing- performance, that have been not to be confirm result of the research on the budget- hotels business(Fu, 2009; Harrigan, Evers, Miles, & Daly, 2017; Xu, Wang, & Wen, 2019), (Bitter & Grabner-Kräuter, 2016; Chang, Jiang, Klein, & Wang, 2019; Day, Crown, & Ivany, 2017)

Furthermore, the business gap within the level of an occupancy of the hotel in Jakarta, could be provided in table 1 below, that it was indicated the fluctuated condition and could describe on 87.62% showed the high season on August, and conversely within others situations. Nevertheless, in pandemic situations and conditions entire hotel firms have the decreased occupancy and more challenging and need the agile management to handle, agile development team and more responsive and, while empirical evidence to the goal setting within the level of difficulty and goal persistence to attempted the marketing

performance. (Cooper & Sommer, 2016; Lindsjorn, Sjøberg, Dingsøyr, Bergersen, & Dybå, 2016)

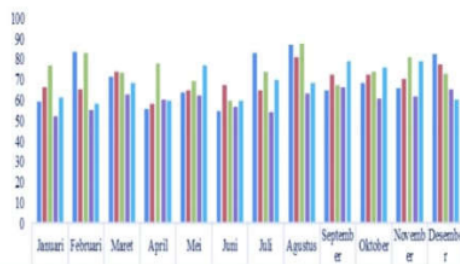


Table 1 The Percentage-Data of Room- numbers in DKI-Jakarta

(BPS, 2019)

Actually, many hotel- venture have the organizational policy- change because of the pandemic in the word in recent day within very poor-process of the impact to the marketing- performance as the task performance in marketing divisions within the job- experienced of salesperson in budget hotels organization (Day *et al.*, 2017; Landers, Bauer, & Callan, 2017; Stock, 2016) (Tse, Huang, & Lam, 2013) The purpose of this research would be conduct with the synthesis the new- research model to fulfilling the find of research gap to pursue an impact on the distinctive marketing- performance. Hence,, the focus of

*Corresponding author: YudiYulius
University of Persada Indonesia Y.A.I

the latent variables as develop to leads the marketing performance in budget-hotels business.(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluoto, 2015; Kasper-Brauer & Leischnig, 2016; Kianto, Sáenz, & Aramburu, 2017; 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; Wilhelmus Hary Susilo, 2019; Xerri & Reid, 2017)

The budget hotel- business within on the resource of salesperson marketing team an among firms should have some strategic of marketing- plan and not implement in the same time for many to pursue the marketing- performance. Furthermore, the resources- advantage of the firm son among market- position for having the new- opportunity for reach the financial performance that conducted to create an hotel visitors- value. Hence, the business of marketing- plan choices by the general- managers for yield the improvement of budget hotel business within an marketing performance also the supported by salesperson experience and good skill.(Iyer, Hong Xiao, Sharma, & Nicholson, 2015; Nahrgang *et al.*, 2013)(Bravo, Matute, & Pina, 2015; Kang & Lam, 2016; Mullen, Kelloway, & Teed, 2017; 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) (Akhsanul Khaq, 2020).

Literature review and the Hypothesis

Recently, the many scholars have inquiry the research- goal setting model to pursue the marketing performance conducted within the contributions for the body of knowledge on the goal setting theory of the budget hotel firms for the competitions, but also for the giving the contributions of the management implications to make the organization strategies within entire the budget- hotel develop the business- marketing plan for the future long- run in business activities and adopted the well- management practice on the marketing- leadership development. (Corsaro, Ramos, Henneberg, & Naudé, 2011; del Alonso-Almeida, Bagur-Femenias, & Llach, 2013; Mitchell & Bruno, 2016; Xu *et al.*, 2019).

Furthermore, in this investigate for doing the mapping corporate in the competitiveness advantage in the budget hotels in Jakarta that it could leads the superior marketing- performance in business for the long- run and could to anticipated the business in the pandemic situations. (Estrada, Faems, & de Faria, 2016; Ivens, Pardo, Niersbach, & Leischnig, 2016).

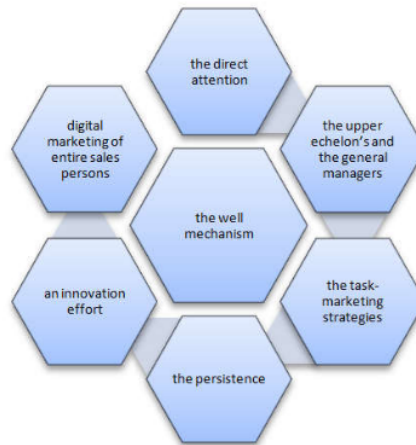
The Goal Setting Theory also the Contributions on Body of Knowledge

The scholars would like to rooted from the goal setting theory as the mediators factors (e.g.; direction, effort, persistence and task marketing strategy) for develop the business of marketing strategies in the budget hotels in Jakarta for many heterogeneously industries for satisfy the hotel visitors and

pursue the marketing performance.(Bravo *et al.*, 2015; Fink, Yogev, & Even, 2016; Ivanova & Ivanov, 2015; Iyer *et al.*, 2015; Xu *et al.*, 2019)Hence, the distinctive of marketing performance in budget hotels within entire the salesperson experience and the general managers of the budget hotels of the firms for facing its competitions and pandemics' situations in many industries in the recently era.(Mitchell & Bruno, 2016)(Hult, Ketchen Jr, & Reus, 2001; Javad Khazaei, Masood, & Ezat Amirbakzadeh, 2017; Mitrega, 2012).

Furthermore, the GST- theory havefacing the competition among firm in heterogeneous business in budget hotels venture performance and the sustainable competitive advantage to create the bestmarketing strategy policy, bundles and provide the top-organization's resources and for achieving the salesperson experience- performance supported and increased the marketing performance based on the marketing- complex task.(Alisher Tohirovich, Changjoon, & Junghyun, 2017; Becherer, Helms, & McDonald, 2012; Chen & Latham, 2014; 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, Monique, & Guy Van, 2017; C.-J. Wang, Tsai, & Tsai, 2014; Xiaohong, Chengfeng, Yanbo, & Gaowen, 2015; Zhao, Feng, & Wang, 2015)

Indeed, the well mechanism of among firms should be aware to the direct attention from the upper echelon's and the general managers, the task- marketing strategies, the persistence and an innovation effort in digital marketing of entire sales persons, as follow the scheme below;



The scholars could mentions to the GST- theory to fulfill the research gap and its would have the contribution for the body of knowledge within the goal setting theory and result the novelty of the research result from an empirical research for distinctive- marketing performance that conducted within the integrations team and well corporations among salesperson based from the goal setting difficulty and experiment. (Burdina, Hiller, & Metz, 2017; Gutt, von Rechenberg, & Kundisch, 2020)(Aparicio, Basco, Iturralde, & Maseda, 2017; Chang *et al.*, 2019; Landers *et al.*, 2017), as follow, the figure 1 below:

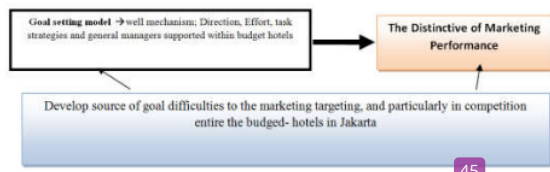


Figure 1 The Scheme Well Mechanism of GST- Theory for the Contributions to the Body of Knowledge of Marketing Science

The Framework and Hypothesis

Equally important, the research framework of pursue an Employee Performance within the venture of budget- hotels in Jakarta should be to develop for fulfillment the research gap for finding the knowledge to improvement the superior- employee performance that conducted by more explore in decreased job stressed and the well general managers supported.(Chiang & Birch, 2010; Gupta, Singh, & Bhattacharya, 2017; Mohamed, 2016; Munir, Rahman, Malik, & Ma'amor, 2012; Silva, Gerwe, & Becerra, 2017; Wilhelmus Hary Susilo, 2019).

Subsequent to this pandemic- business situation that it could conducted within the budget- hotel marketing performance, the scholars would have about the goal setting difficulty to increase more visitors and achieved the occupancy room-rate until 90% every month. Therefore, the hotel management should determine some well mechanism to attempt the marketing performance and achieving the goal within innovation effort in digital marketing and persistence based and task marketing effective strategies that among salesperson seeks out the brilliant ways to achieved the sustainable goal setting. (Descamps & Mattijs, 2017; Gutt *et al.*, 2020; Landers *et al.*, 2017; Santos, Basso, Kimura, & Kayo, 2014; Xu *et al.*, 2019; Yulius, 2019)

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

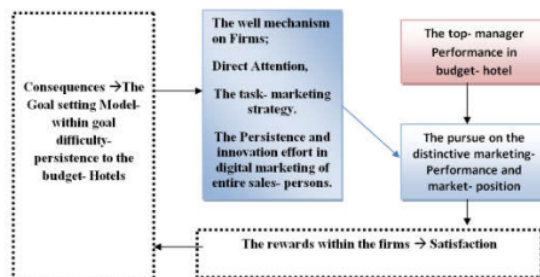


Fig 2 The Research Model to Pursue on the Distinctive Marketing Performance that it Conducted within Well Mechanism in Management of the Private Budget Hotel in Jakarta

(Source: Develop from an Author)

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

H_a: The pursue of well mechanism- factors and the top managers performance within the budget hotel are positively related to the distinctive marketing performance and market position competitive advantage.

Research method

The respondent, data collection and the measurement of entire latent variables The sample frame as the target populations for this research conducted within random sampling technique within entire officially- employee in the budget- hotels Jakarta(Susilo, 2020b)(Borenstein, Hedges, Higgins, & Rothstein, 2009; Hertwig & Pleskac, 2010; Mathwick, Wagner, & Unni, 2010; Thomas, 2013; Vos, Schiele, & Hüttinger, 2016).

Hence, the field research survey was utilities within the self-administered questionnaire that should measures within the rating scale (1 to 10 rating independently scale) to among latent variables to make the response for distinctive- marketing performance in budget- hotel in Jakarta (Samson, Gloet, & Singh, 2017; Stundziene, Startiene, Remeikiene, & Dapkus, 2015; Susilo, 2020a) (Sekaran and Bougie, 2016).

Thus, the tools- instrument have the independently collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree). Moreover, the validity and reliability among variables to 47 and also the model should have the goodness of fitting the confirmatory factor analysis modeling that conducted to the measurement model and the structural equation modeling phase, entire the latent variables and its dimensions as the first order also the goodness of fit indexes modeling(Agostini, Nosella, & Filippini, 2016; Ghozali, 2013; Jangl, 2016; Susilo, 2020a) (Hair, Black, Babin and Anderson, 2010) (Evermann & Tate, 2016).

Furthermore, the definition operational of the entire latent variables determine within the well mechanism of management science that based on the GST- to the attain of the goal difficulty that the extent to which goal is challenging and requires and would lead the well mechanism that conducted within the effective task marketing strategies in wanting to attempt some goal the salesperson find out the brilliant ways, the task persistence could the time for spent to pursue the goal and an energizing to the inspiration a certain innovation effort in the digitalize marketing of among salesperson based upon the difficulty for achieving the goals and also the role of top manager performance and supported.(Landers *et al.*, 2017; G. P. Latham, 2016).

In particular, the pursue on the distinctive marketing performance and the market position- competitive advantage that measured by the very knowledgeable salesperson and an efficient production process.(Ferdinand & Fitriani, 2015; Shelby D. Hunt, 2015; Sugiyarti, Ferdinand, & Nurchayati, 2018)

Data analysis

The Hypothesis testing

The conceptual model in this research have the analysis that should be conducted to the structural equation modeling; cause an entire the latent constructs were un-observed characteristics. (Susilo, 2020b). Therefore, the two phase approach have pertains; measurement model and the structural hybrid full model that conducted to the confirmatory strategies in this multivariate data analysis, with a testing the validity and the reliability among latent- variables, and then the synthesis the

fitting model and hypothesis confirmed (Susilo, 2020b) (Ghozali, 2013) (Susilo and Yulius, 2017).

Actually, the research result would have 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 and the multivariate of normality test (Susilo, 2020b). However, the goodness of fit research model in this investigated could be analyzed within the entire an indexed value (Susilo, 2020a). Moreover, an among hypothesis confirmed was conducted with t value >2. (Augusty, 2014; Susilo, 2016, 2020b). In pandemic situation the researcher would conducted within the simulations data to the entire latent variables that it was determinant on the standard error of means, standard deviation and the amount of the samples and also the confident intervals (CI-95%) (Susilo, 2020a, 2020c)

CONCLUSIONS AND RESEARCH CONTRIBUTION

Indeed, to confirmed the entire hypotheses testing, and the value should be having to pursue the distinctive- the marketing performance and market position – competitive advantage in the budget- hotels in Jakarta within have the well supported from the general managers. The researcher would be to the fulfillment the research gap within the new research model would effectively to achieve the digitalize marketing performance and market position- competitive advantage.

Hence, the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of marketing science to among the venture within budget- hotels. Furthermore, the result research would conduct with the GST-Theory as the explanations and predicted the relationship for the attempt the distinctive-marketing performance and market position that it's would inquiries on the budget hotels to achieved proficiency within manage for long- run business and also develop some business plan that should matching with the global pandemic business-situation.

Acknowledgement

Thank you so much to the New-Expertise and Experience Learning Club, Faculty of Economics and Business and Management- 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 authors 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.

References

- Agostini, L., Nosella, A., & Filippini, R. (2016). Towards an Integrated View of the Ambidextrous Organization: A Second-Order Factor Model. *Creativity and Innovation Management*, 25(1), 129-141. doi: 10.1111/caim.12167
- Akhsanul Khaq, D. S. a. W. H. S. (2020). An Increased on Firm Value: Insight in State Owned Enterprises that Listed on the Indonesia Stock Exchange 2013-2018. *International Journal of Economic and Financial Issues*, 10(2), 143-147. doi: <http://doi.org/10.32479/ijefi.9219>
- Alisher Tohirovich, D., Changjoon, R., & Junghyun, Y. (2017). Organizational structure and innovation performance: Is employee innovative behavior a missing link? *Career Development International*, 22(4), 334-350. doi: 10.1108/CDI-12-2016-0234
- Apalio, G., Basco, R., Iturralde, T., & Maseda, A. (2017). An exploratory study of firm goals in the context of family firms: An institutional logics perspective. *Journal of Family Business Strategy*, 8(3), 157-169. doi: 10.1016/j.jfbs.2017.08.002
- Augusty, F. (2014). *Structural Equation Modelling Dalam Penelitian Manajemen*: Fakultas Ekonomi dan Bisnis Universitas Diponegoro.
- Becker, R. C., Helms, M. M., & McDonald, J. P. (2012). Effect of Entrepreneurial Marketing on Outcome Goals in SMEs. *New England Journal of Entrepreneurship*, 15(1), 13.
- Bitter, S., & Grabner-Kräuter, S. (2016). Consequences of customer engagement behavior: when negative Facebook posts have positive effects. *ElectronMarkets*, 26, 13.
- Borenstein, M., Hedges, L. V., Higgins, J. P. T., & Rothstein, R. R. (2009). Fixed-effect vs Random-effects *Introduction to Meta Analysis*: John Wiley and Sons.
- Bravo, R., Matute, J., & Pina, J. M. (2015). Corporate identity management in the banking sector: effects on employees' identification, identity attractiveness, and job satisfaction. *Service Business*, 10(4), 687-714. doi: 10.1007/s11628-015-0287-9
- Burdette, M., Hiller, R. S., & Metz, N. E. (2017). Goal sustainability and performance: Evidence from Boston Marathon qualifying standards. *Journal of Economic Psychology*, 58, 77-88. doi: 10.1016/j.joep.2017.01.001
- Chan, Y. T., Jiang, J. J., Klein, G., & Wang, E. T. G. (2019). Enterprise system programs: Goal setting and cooperation in the integration team. *Information & Management*, 56(6). doi: 10.1016/j.im.2018.12.005
- Cherubini, X., & Latham, G. P. (2014). The effect of priming learning vs. performance goals on a complex task. *Organizational Behavior and Human Decision Processes*, 125(2), 88-97. doi: 10.1016/j.obhdp.2014.06.004
- Chiang, F. F. T., & Birtch, T. A. (2010). Pay for performance work attitudes: The mediating role of employee-organization service value congruence. *International Journal of Hospitality Management*, 29(4), 632-640. doi: 10.1016/j.ijhm.2009.11.005
- Cooper, R. G., & Sommer, A. F. (2016). Agile-Stage-Gate: A new idea-to-launch method for manufactured new products is faster, more responsive. *Industrial Marketing*

- 27
Management, 59, 167-180. doi: 10.1016/j.indmarman.2016.10.006
- 62
Corsaro, D., Ramos, C., Henneberg, S. C., & Naudé, P. (2011). Actor network pictures and networking activities in business networks: An experimental study. *Industrial Marketing Management*, 40(6), 919-932. doi: 10.1016/j.indmarman.2011.06.028
- Day, A., Crown, S. N., & Ivany, M. (2017). Organisational change and employee burnout: The moderating effects of support and job control. *Safety Science*. doi: 10.1016/j.ssci.2017.03.004
- del Alonso-Almeida, M. M., Bagur-Femenias, L., & Llach, J. (2013). The adoption of quality management practices and their impact on business performance in small service companies: the case of Spanish travel agencies. *Service Business*, 9(1), 57-75. doi: 10.1007/s11628-013-0218-6
- Demirkan, H., & Spohrer, J. (2014). Developing a framework to improve virtual shopping in retail malls with intelligent self-service systems. *Journal of Retailing and Consumer Services*, 21(5), 860-868. doi: 10.1016/j.jretconser.2014.02.012
- Deschamps, C., & Mattijs, J. (2017). Sustainable goal setting: a large-scale case in management practice. *International Journal of Productivity and Performance Management*, 66(8), 1087-1104. doi: 10.1108/IJPPM-05-2016-0100
- Estrada, I., Forns, D., & de Faria, P. (2016). Coopetition and product innovation performance: The role of internal knowledge sharing mechanisms and formal knowledge protection mechanisms. *Industrial Marketing Management*, 53, 56-65. doi: 10.1016/j.indmarman.2015.11.013
- Evermann, J., & Tate, M. (2016). Assessing the predictive performance of structural equation model estimators. *Journal of Business Research*, 69(10), 4565-4582. doi: 10.1016/j.jbusres.2016.03.050
- Ferdinand, A., & Fitriani, L. (2015). Acculturative Iconic Product Attractiveness and Marketing Performance.
- Fink, L., Yogev, N., & Even, A. (2016). Business intelligence and organizational learning: An empirical investigation of value creation processes. *Information & Management*. doi: 10.1016/j.im.2016.03.009
- Fu, F. Q. (2009). Effects of Salesperson Experience, Age, and Goal Setting on New Product Performance Trajectory: A Growth Curve Modeling Approach. *Journal of Marketing Theory and Practice*, 17(1), 14.
- Gabrielsson, M., Seppälä, T., & Gabrielsson, P. (2016). Realizing a hybrid competitive strategy and achieving superior financial performance while internationalizing in the high-technology market. *Industrial Marketing Management*, 54, 141-153. doi: 10.1016/j.indmarman.2015.07.001
- Geraerds, R. (2012). Customer value creation: A journey in search of excellence. *Industrial Marketing Management*, 41(1), 11-12. doi: 10.1016/j.indmarman.2011.11.023
- Gho, I. (2013). *Model Persamaan Structural, Konsep dan Aplikasi Dengan Program AMOS 21.0*: Badan Penerbit Universitas Diponegoro.
- Gupta, V., Singh, S., & Bhattacharya, A. (2017). The Relationships Between Leadership, Work Engagement And Employee Innovative Performance: Empirical Evidence From The Indian R&D Context. *International Journal of Innovation Management*, 21(07), 1750055. doi: 10.1142/S1363919617500554
- Gutt, D., von Rechenberg, T., & Kundisch, D. (2020). Goal achievement, subsequent user effort and the moderating role of goal difficulty. *Journal of Business Research*, 106, 277-287. doi: 10.1016/j.jbusres.2018.06.019
- Hamilton, R. T. (2011). How firms grow and the influence of size and age. *International Small Business Journal*, 30(6), 611-621. doi: 10.1177/0266242610383446
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2017). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*. doi: 10.1016/j.jbusres.2017.11.046
- Hertwig, R., & Pleskac, T. J. (2010). Decisions from experience: why small samples? *Cognition*, 115(2), 225-237. doi: 10.1016/j.cognition.2009.12.009
- Hult, T. M., Ketchen Jr, D. J., & Reus, T. H. (2001). Organizational learning capacity and internal customer orientation within strategic sourcing units. *Journal of Quality Management*, 6(2), 173-192. doi: http://dx.doi.org/10.1016/S1084-8568(01)00036-0
- Hunt, D. (2013). A general theory of business marketing: R-A theory, Alderson, the ISBM framework, and the IMP theoretical structure. *Industrial Marketing Management*, 42(3), 283-293. doi: 10.1016/j.indmarman.2013.02.002
- Hunt, S. D. (2015). *Marketing theory : foundations, controversy, strategy, resource-advantage theory*. New York, USA: Routledge Taylor & Francis Group.
- Hunt, S. D., & Morgan, R. M. (1995). The comparative advantage theory of competition. *The Journal of Marketing*, 1-15.
- Ivanova, M., & Ivanov, S. (2015). Affiliation to hotel chains: Hotels' perspective. *Tourism Management Perspectives*, 16, 148-162. doi: 10.1016/j.tmp.2015.08.001
- Ivens, B. S., Pardo, C., Niersbach, B., & Leischnig, A. (2016). Firm-internal key account management networks: Framework, case study, avenues for future research. *Industrial Marketing Management*, 58, 102-113. doi: 10.1016/j.indmarman.2016.05.019
- Iyer, G. R., Hong Xiao, S., Sharma, A., & Holson, M. (2015). Behavioral issues in price setting in business-to-business marketing: A framework for analysis. *Industrial Marketing Management*, 47, 6-16. doi: 10.1016/j.indmarman.2015.02.001
- Jangl, P. (2016). Model of Market Orientation of High-Tech Firms in Germany: Validation Study. *Verslas: teorija ir praktika*, 17(3), 216-224. doi: 10.3846/btp.2016.643
- Järvinen, J., & Karjaluoto, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*. doi: 10.1016/j.indmarman.2015.04.009
- Javad Khazaei, P., Masood, K., & Ezat Amirbakzadeh, K. (2017). Linking internal marketing orientation to balanced scorecard outcomes in small businesses: the case of travel agencies. *International Journal of Culture*,

- Tourism and Hospitality Research*, 11(3), 297-308. doi: 10.1108/IJCTHR-03-2016-0024
- Kang, E. S. L., & Lam, S. Y. (2016). Contingent effects of firm and employee reputations on professional advice adoption. *Service Business*. doi: 10.1007/s11628-016-0312-7
- Kasper-Brauer, K., & Leischnig, A. (2016). Yes, we can! A fuzzy-set analysis of challenges, skills, and enjoyment of work. *Journal of Business Research*, 69(11), 5286-5291. doi: 10.1016/j.jbusres.2016.04.126
- Kianto, A., Sáenz, J., & Aramburu, N. (2017). Knowledge-based human resource management practices, intellectual capital and innovation. *Journal of Business Research*, 81, 11-20. doi: 10.1016/j.jbusres.2017.07.018
- Kim, J., Cavusgil, S. T., & Cavusgil, E. (2013). Does IT alignment between supply chain partners enhance customer value creation? An empirical investigation. *Industrial Marketing Management*, 42(6), 880-889. doi: 10.1016/j.indmarman.2013.05.021
- Kraimer, A. (2017). HR differentiation between professional and managerial employees: Broadening and integrating theoretical perspectives. *Human Resource Management Review*, 27(3), 442-457. doi: 10.1016/j.hrmr.2016.11.002
- Kumar, N., & Yakhlef, A. (2016). Managing business-to-business relationships under conditions of employee attrition: A transparency approach. *Industrial Marketing Management*, 56, 143-155. doi: 10.1016/j.indmarman.2016.01.002
- Landers, R. N., Bauer, K. N., & Callan, R. C. (2017). Gamification of task performance with leaderboards: A goal setting experiment. *Computers in Human Behavior*, 71, 508-515. doi: 10.1016/j.chb.2015.08.008
- Landroguéz, S. M. (2013). Developing an integrated vision of customer value. *Journal of Services Marketing*, 27(3), 234-244. doi: 10.1108/08876041311330726
- Latham, G., Seijts, G., & Slocum, J. (2016). The goal setting and goal orientation labyrinth. *Organizational Dynamics*, 45(4), 271-277. doi: 10.1016/j.orgdyn.2016.10.001
- Latham, G. P. (2016). Goal setting: a possible theoretical framework for examining the effect of priming goals on organizational behavior. *Current Opinion in Psychology*, 12, 85-88. doi: 10.1016/j.copsyc.2016.07.005
- Li, Y.-M. (2010). Pricing digital content distribution over heterogeneous channels. *Decision Support Systems*, 50(1), 243-257. doi: 10.1016/j.dss.2010.08.027
- Lindsjorn, Y., Sjøberg, D. I. K., Dingsøyr, T., Bergersen, G. R., & Dybå, T. (2016). Teamwork quality and project success in software development: A survey of agile development teams. *Journal of Systems and Software*, 122, 274-286. doi: 10.1016/j.jss.2016.09.028
- Malik, A., Pereira, V., & Budhwar, P. (2017). Value creation and capture through human resource management practices. *Organizational Dynamics*. doi: 10.1016/j.orgdyn.2017.09.002
- Mathwick, C., Wagner, J., & Unni, R. (2010). Computer-mediated Customization Tendency (CMCT) and the Adaptive e-Service Experience. *Journal of Retailing*, 86(1), 11-21. doi: 10.1016/j.jretai.2009.11.001
- Matošková, J., & Směšná, P. (2017). Human resource management practices stimulating knowledge sharing. *Management & Marketing*, 12(4). doi: 10.1515/mmcks-2017-0036
- Mitchell, J. N., & Bruno, D. (2016). Developing sustainable management theory: goal-setting theory based in virtue. *Management Decision*, 54(2), 304-320. doi: 10.1108/MD-05-2014-0312
- Mitrega, M. (2012). Network partner knowledge and internal relationships influencing customer relationship quality and company performance. *Journal of Business & Industrial Marketing*, Vol. 27 / 6, pg. 486-496. doi: 10.1108/08858621211251488
- Mohamed, L. M. (2016). Assessing the effects of transformational leadership: A study on Egyptian hotel employees. *Journal of Hospitality and Tourism Management*, 27, 49-59. doi: 10.1016/j.jhtm.2016.04.001
- Mullen, J., Kelloway, E. K., & Teed, M. (2017). Employer safety obligations, transformational leadership and their interactive effects on employee safety performance. *Safety Science*, 91, 405-412. doi: 10.1016/j.ssci.2016.09.007
- Munir, R. I. S., Rahman, R. A., Malik, A. M. A., & Samor, H. (2012). Relationship between Transformational Leadership and Employees' Job Satisfaction among the Academic Staff. *Procedia - Social and Behavioral Sciences*, 65, 885-890. doi: 10.1016/j.sbspro.2012.11.215
- Nahrgang, J. D., DeRue, D. S., Hollenbeck, J. R., Spitzmuller, M., Jundt, D. K., & Ilgen, D. R. (2013). Goal setting in teams: The impact of learning and performance goals on process and performance. *Organizational Behavior and Human Decision Processes*, 122(1), 12-21. doi: 10.1016/j.obhdp.2013.03.008
- Nicole, D., Vaughan, C., Zabihullah, S., & Mei, L. (2016). Workplace training and generic and technical skill development in the Australian construction industry. *Journal of Management Development*, 35(4), 486-504. doi: 10.1108/JMD-05-2015-0073
- Nor Shahriza Abdul, K., Mohamed Jalaldeen Mohamed, R., Norshidah, M. (2012). Measuring employee readiness for knowledge management using intention to be involved with KM SECI processes. *Business Process Management Journal*, 18(5), 777-791. doi: 10.1108/14637151211270153
- Obal, M., & Lancioni, R. A. (2013). Maximizing buyer-supplier relationships in the Digital Era: Concept and research agenda. *Industrial Marketing Management*, 42(6), 851-854. doi: 10.1016/j.indmarman.2013.06.002
- Ouakouak, M. L., & Ouedraogo, N. (2017). Antecedents of Employee Creativity And Organisational Innovation: An Empirical Study. *International Journal of Innovation Management*, 21(07), 1750060. doi: 10.1142/S1363919617500608
- Pittini, D., Visintin, F., Lenger, T., & Sternad, D. (2016). Are high performance work practices really necessary in family SMEs? An analysis of the impact on employee retention. *Journal of Family Business Strategy*, 7(2), 75-89. doi: 10.1016/j.jfbs.2016.04.002

- Poisson-de Haro, S., & Bitektine, A. (2015). Global sustainability pressures and strategic choice: The role of firms' structures and non-market capabilities in selection and implementation of sustainability initiatives. *Journal of World Business*, 50(2), 326-341. doi: 10.1016/j.jwb.2014.10.009
- Rakesh, S., Narendra, K., & Sandeep, P. (2017). Thought self-leadership strategies and sales performance: Integrating selling skills and adaptive selling behavior as missing links. *Journal of Business & Industrial Marketing*. doi: 10.1108/JBIM-06-2016-0127
- Raybould, M., & Wilkins, H. (2006). Generic Skills for Hospitality Management: A Comparative Study of Management Expectations and Student Perceptions. *Journal of Hospitality and Tourism Management*, 13(2), 177-188. doi: 10.1375/jhtm.13.2.177
- Reid, M., & Brady, E. (2012). Improving firm performance through NPD: The role of market orientation, NPD orientation and the NPD process. *Australasian Marketing Journal (AMJ)*, 20(4), 235-241. doi: 10.1016/j.ausmj.2012.05.011
- Sambasivan, M., Abdul, M., & Yusop, Y. (2009). Impact of personal qualities and management skills of entrepreneurs on venture performance in Malaysia: Opportunity recognition skills as a mediating factor. *Technovation*, 29(11), 798-805. doi: 10.1016/j.technovation.2009.04.002
- Samson, D., Gloet, M., & Singh, P. (2017). Systematic Innovation Capability: Evidence From Case Studies And A Large Survey. *International Journal of Innovation Management*, 21(07), 1750058. doi: 10.1142/S136391961750058X
- Santos, D. F. L., Basso, L. F. C., Kimura, H., & Kayo, E. K. (2014). Innovation efforts and performances of Brazilian firms. *Journal of Business Research*, 67(4), 527-535. doi: 10.1016/j.jbusres.2013.11.009
- Senichev, V. (2013). Human Resource Diversity and Performance within the Frame of Organizations, Teams and Individuals. *Verslas: teorija ir praktika*, 14(4), 337-345. doi: 10.3846/btp.2013.36
- Silva, R., Gerwe, O., & Becerra, M. (2017). Corporate brand and hotel performance: A resource-based perspective. *Journal of Business Research*, 79, 23-30. doi: 10.1016/j.jbusres.2017.05.019
- Stan De, S., Monique, R., & Guy Van, G. (2017). Good employees through good jobs: A latent profile analysis of job types and employee outcomes in the Belgian electricity sector. *Employee Relations*, 39(4), 503-522. doi: 10.1108/ER-02-2016-0034
- Stock, R. M. (2016). Understanding the relationship between frontline employee boreout and customer orientation. *Journal of Business Research*, 69(10), 4259-4268. doi: 10.1016/j.jbusres.2016.02.037
- Stone, D. L., Deadrick, D. L., Lukaszewski, K. M., & Johnson, R. (2015). The influence of technology on the future of human resource management. *Human Resource Management Review*, 25(2), 216-231. doi: 10.1016/j.hrmr.2015.01.002
- Stundziene, A., Startiene, G., Remeikiene, R., & Dapkus, M. (2015). Does the Survey Data on New Orders Lie? *Procedia - Social and Behavioral Sciences*, 213, 5-11. doi: 10.1016/j.sbspro.2015.11.395
- Sugiyarti, G., Ferdinand, A. T., & Nurchayati, T. (2018). Acculturative Products Uniqueness Antecedence for Successful Marketing Performance. *DLSU Business & Economics Review*, 28(1), 11.
- Susilo, W. H. (2016). An Impact of Behavioral Segmentation to Increase Consumer Loyalty: Empirical Study in Higher Education of Postgraduate Institutions at Jakarta. *Procedia - Social and Behavioral Sciences*, 229, 183-195. doi: 10.1016/j.sbspro.2016.07.128
- Susilo, W. H. (2020a). *Business Research Methods: Market Based Management Approach in Application* (S. I. I. Group Ed. First Edition ed.). Bogor, INA: IN MEDIA.
- Susilo, W. H. (2020b). *The Business Research: The Competency & Confident- Building Approach* (Imuruz Ed.). Mauritius: LAMBERT Academic Publishing.
- Susilo, W. H. (2020c). *The Business Research: The Competency & Confident- Building Approach* (W. H. Susilo Ed. 1 ed.). Riga Latvia: Lap Lambert Academic Publishing.
- Thomas, E. (2013). Supplier integration in new product development: Computer mediated communication, knowledge exchange and buyer performance. *Industrial Marketing Management*, 42(6), 890-899. doi: 10.1016/j.indmarman.2013.05.018
- Tse, H. H. M., Huang, X., & Lam, W. (2013). Why does transformational leadership matter for employee turnover? A multi-foci social exchange perspective. *The Leadership Quarterly*, 24(5), 763-776. doi: 10.1016/j.leaqua.2013.07.005
- Vos, F. G. S., Schiele, H., & Hüttinger, L. (2016). Supplier satisfaction: Explanation and out-of-sample prediction. *Journal of Business Research*, 69(10), 4613-4623. doi: 10.1016/j.jbusres.2016.04.013
- Walmsley, B. (2016). From arts marketing to audience enrichment: How digital engagement can deepen and democratize artistic exchange with audiences. *Poetics*, 58, 66-78. doi: 10.1016/j.poetic.2016.07.001
- Wang, C.-J., Tsai, H.-T., & Tsai, M.-T. (2014). Linking transformational leadership and employee creativity in the hospitality industry: The influences of creative role aptitude, creative self-efficacy, and job complexity. *Tourism Management*, 40, 79-89. doi: 10.1016/j.tourman.2013.05.008
- Wang, Z., Sharma, P. N., & Cao, J. (2016). From knowledge sharing to firm performance: A predictive model comparison. *Journal of Business Research*, 69(10), 4650-4658. doi: 10.1016/j.jbusres.2016.03.055
- Wilhelmus Hary Susilo, Y. P. M. H. a. O. B. (2019). The Suit for Brand Usage Intent: Insight in Higher Education which Used the Compatible Computer. *International Review of Management and Marketing* (Vol. 9, pp. 125-132).
- Xerri, M. J., & Reid, S. R. M. (2017). Human Resources and Innovative Behaviour: Improving Nursing Performance. *International Journal of Innovation Management*, 1850019. doi: 10.1142/S1363919618500196
- Xiaohong, Z., Chengfeng, L., Yanbo, W., & Gaowen, T. (2015). The impact of employees' relationships on tacit

11

knowledge sharing. *Chinese Management Studies*, 9(4), 611-625. doi: 10.1108/CMS-06-2015-0126

Xu, S., Wang, Y.-C., & Wen, H. (2019). A case study for student leadership development: A goal setting perspective. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 24, 168-177. doi: 10.1016/j.jhlste.2019.03.001

Yulius, W. H. S. a. Y. (2019). The Competitive Advantage: Insight from Private Universities. *PEOPLE: International Journal of Social Science*, 4(3), 1240-1252. doi: <http://dx.doi.org/10.20319/pijss.2019.43.12401252>

Zhao, G., Feng, T., & Wang, D. (2015). Is more supply chain integration always beneficial to financial performance? *Industrial Marketing Management*, 45, 162-172. doi: 10.1016/j.indmarman.2015.02.015

How to cite this article:

YudiYulius and Wilhelmus H S.2021, The Marketing Performanceand Market Position Competitive Advantage on The Budget-Hotel In Jakarta: Conducted Within Goal Setting Model. *Int J Recent Sci Res.* 12(02), pp. 41096-41103. DOI: <http://dx.doi.org/10.24327/ijrsr.2021.1202.5829>

THE MARKETING PERFORMANCE AND MARKET POSITION COMPETITIVE ADVANTAGE ON THE BUDGET-HOTEL IN JAKARTA: CONDUCTED WITHIN GOAL SETTING MODEL

ORIGINALITY REPORT

20%

SIMILARITY INDEX

15%

INTERNET SOURCES

19%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

- 1 Maya Lambovska, Krasimir Yordanov. "Understanding 'Motivation - Internal Control' Relations in Municipalities", TEM Journal, 2020
Publication 1%
- 2 [researcherslinks.com](https://www.researcherslinks.com)
Internet Source 1%
- 3 Fabian Lauzi, Jörg Westphal, Deva Rangarajan, Tobias Schaefer, Maria C. Parra-Merono, Maria D. De-Juan-Vigaray. "Understanding sales enablement in complex B2B companies: Uncovering similarities and differences in a cross-functional and multi-level case study", Industrial Marketing Management, 2023
Publication 1%
- 4 Francis Donkor, Isaac Sekyere. "Importing Complexity Leadership Theory Into Bureaucratic Organizations in Non-Western Environments", International Journal of 1%

Applied Management Theory and Research, 2020

Publication

5	hdl.handle.net Internet Source	<1 %
6	i-scholar.in Internet Source	<1 %
7	Benjamin Heslop, Kylie Bailey, Crystal La Rue, Rachael M. Taylor, Jonathan Paul, Elizabeth Stojanovski. "Using Correlation to assess Feedback within Small Groups", Current Research in Ecological and Social Psychology, 2023 Publication	<1 %
8	libres.uncg.edu Internet Source	<1 %
9	mail.ijlter.org Internet Source	<1 %
10	repository.upi.edu Internet Source	<1 %
11	Eric S.W. Chan, Alice H.Y. Hon. "Application of extended theory of planned behavior model to ecological behavior intentions in the food and beverage service industry", Journal of Foodservice Business Research, 2020 Publication	<1 %

12	etd.uum.edu.my Internet Source	<1 %
13	ethesisarchive.library.tu.ac.th Internet Source	<1 %
14	revolution.allbest.ru Internet Source	<1 %
15	Gang Liu, Eric Tsui, Aino Kianto. "Knowledge-friendly organisational culture and performance: A meta-analysis", Journal of Business Research, 2021 Publication	<1 %
16	nottingham-repository.worktribe.com Internet Source	<1 %
17	strathprints.strath.ac.uk Internet Source	<1 %
18	Louis Hickman, Stuti Thapa, Louis Tay, Mengyang Cao, Padmini Srinivasan. "Text Preprocessing for Text Mining in Organizational Research: Review and Recommendations", Organizational Research Methods, 2020 Publication	<1 %
19	Marianna Sigala, Satish Kumar, Naveen Donthu, Riya Sureka, Yatish Joshi. "A bibliometric overview of the Journal of Hospitality and Tourism Management:	<1 %

Research contributions and influence", Journal of Hospitality and Tourism Management, 2021

Publication

20

Nuno Gustavo. "chapter 14 Trends in Hospitality Marketing and Management", IGI Global, 2019

Publication

<1 %

21

Samir Gupta, Michael Polonsky, Violet Lazaravic. "Collaborative orientation to advance value co-creation in buyer-seller relationships", Journal of Strategic Marketing, 2017

Publication

<1 %

22

digitalcommons.liberty.edu

Internet Source

<1 %

23

lib.dr.iastate.edu

Internet Source

<1 %

24

repository.uph.edu

Internet Source

<1 %

25

Roseira, Catarina, and Carlos Brito. "Managing Value Co-Creation Through Interfaces with Suppliers", International Business Research, 2014.

Publication

<1 %

26

scholarworks.waldenu.edu

Internet Source

<1 %

27

webthesis.biblio.polito.it

Internet Source

<1 %

28

www.econjournals.com

Internet Source

<1 %

29

pearl.plymouth.ac.uk

Internet Source

<1 %

30

"The Perceived Empowering And Brand-related Effects Of Femvertising", Corvinus University of Budapest, 2023

Publication

<1 %

31

David Gligor, Ivan Russo, Michael J. Maloni. "Understanding gender differences in logistics innovation: A complexity theory perspective", International Journal of Production Economics, 2022

Publication

<1 %

32

Rosalind Jones, Mari Suoranta, Jennifer Rowley. "Strategic network marketing in technology SMEs", Journal of Marketing Management, 2013

Publication

<1 %

33

Weng Marc Lim, Tareq Rasul, Satish Kumar, Mamun Ala. "Past, present, and future of customer engagement", Journal of Business Research, 2022

Publication

<1 %

34

bazekon.icm.edu.pl

Internet Source

<1 %

35

repository.ub.ac.id

Internet Source

<1 %

36

www.mdpi.com

Internet Source

<1 %

37

Risolene Alves de Macena Araújo, Thamirys de Sousa Correia, Renata Paes de Barros Câmara. "Influência da Inovação Ambiental na Sustentabilidade Corporativa em Companhias Latino-Americanas", *Organizações & Sociedade*, 2022

Publication

<1 %

38

Witold Nowiński, Mohamed Yacine Haddoud, Krzysztof Wach, Renata Schaefer. "Perceived public support and entrepreneurship attitudes: A little reciprocity can go a long way!", *Journal of Vocational Behavior*, 2020

Publication

<1 %

39

ojs.wsb.edu.pl

Internet Source

<1 %

40

Jeanine Krath, Linda Schürmann, Harald F.O. von Korflesch. "Revealing the theoretical basis of gamification: A systematic review and analysis of theory in research on gamification,

<1 %

serious games and game-based learning",
Computers in Human Behavior, 2021

Publication

41

Katharina Löhr, Michelle Bonatti, Larissa Hery Ito Ribeiro Homem, Sandro Luis Schlindwein, Stefan Sieber. "Operational challenges in collaborative research projects", Kybernetes, 2018

Publication

<1 %

42

Shizhen Bai, Yue Yin, Ye Wu, Justin Zuopeng Zhang, Yubing Yu, Sajjad M. Jasimuddin. "Consumer Engagement on Social Networking Sites", Journal of Organizational and End User Computing, 2022

Publication

<1 %

43

journal.perbanas.ac.id

Internet Source

<1 %

44

mdpi.com

Internet Source

<1 %

45

www.sijm.it

Internet Source

<1 %

46

"The Palgrave Handbook of Leadership in Transforming Asia", Springer Science and Business Media LLC, 2017

Publication

<1 %

47

Ahmet Yarıř, řehmus Aykol. "The impact of social media use on restaurant choice",

<1 %

48

Beatrice Orlando, Debora Tortora, Alberto Pezzi, Nathalie Bitbol-Saba. "The disruption of the international supply chain: Firm resilience and knowledge preparedness to tackle the COVID-19 outbreak", Journal of International Management, 2021

Publication

<1 %

49

Ernest Mugoni, Brighton Nyagadza, Precious Kuziva Hove. "Green reverse logistics technology impact on agricultural entrepreneurial marketing firms' operational efficiency and sustainable competitive advantage.", Sustainable Technology and Entrepreneurship, 2023

Publication

<1 %

50

Guixian Tian, Zhuo Zhang. "Linking empowering leadership to employee innovation: The mediating role of work engagement", Social Behavior and Personality: an international journal, 2020

Publication

<1 %

51

Kristina Bäckström, Ulf Johansson. "An exploration of consumers' experiences in physical stores: comparing consumers' and retailers' perspectives in past and present

<1 %

time", The International Review of Retail,
Distribution and Consumer Research, 2017

Publication

52

Pei Li, Chunmao Wu, Jing Zheng, Jianhui Chen.
"Consumer-centered collaborative design of
fashion clothing brands: a communication
and organizational structure study", The
Journal of The Textile Institute, 2019

Publication

53

Thomas Leclercq. "A vaincre sans péril, on
triomphe sans gloire ! L'effet de l'incertitude
de gagner sur la qualité de l'expérience client
durant les interactions gamifiées", Recherche
et Applications en Marketing (French Edition),
2022

Publication

54

scholars.ncu.edu.tw

Internet Source

55

sloap.org

Internet Source

56

www.cambridge.org

Internet Source

57

www.igi-global.com

Internet Source

58

www.nativeassignmenthelp.co.uk

Internet Source

<1 %

<1 %

<1 %

<1 %

<1 %

<1 %

<1 %

59

A. Anjum, X. Ming, Lilian Consuelo Mustelier Puig. "Analysis of Strategic Human Resource Management Practices in Small and Medium Enterprises of South Asia", International Journal of Service Science, Management, Engineering, and Technology, 2019

Publication

<1 %

60

Felipe Hernández-Perlines, Juan Moreno-García, Benito Yáñez-Araque. "Training and business performance: the mediating role of absorptive capacities", SpringerPlus, 2016

Publication

<1 %

61

Jitendra Pratap Singh Chauhan, Sumeet Gupta. "Putting Sense and Mind into Your Enterprise Systems: A Qualitative Study of IS Assimilation in Large Public Organizations in India", IIM Kozhikode Society & Management Review, 2021

Publication

<1 %

62

Niels J. Pulles, Chris Ellegaard, Holger Schiele, Hanne Kragh. "Mobilising supplier resources by being an attractive customer: Relevance, status and future research directions", Journal of Purchasing and Supply Management, 2019

Publication

<1 %

63

Scott L. Newbert. "Empirical research on the resource-based view of the firm: an assessment and suggestions for future

<1 %

research", Strategic Management Journal,
2007

Publication

64

cronfa.swan.ac.uk

Internet Source

<1 %

65

journal.psych.ac.cn

Internet Source

<1 %

66

repository.essex.ac.uk

Internet Source

<1 %

67

Roe, Robert A.. "Test validity from a temporal perspective: Incorporating time in validation research", European Journal of Work and Organizational Psychology, 2014.

Publication

<1 %

68

Zofija Tupikovskaja-Omovie. "Enhancing User Experience in Fashion m-Retail: Mapping Shopping User Journey Using Google Analytics, Eye Tracking Technology and Retrospective Think Aloud Interview", Fashion Practice, 2022

Publication

<1 %

69

Endang Sulistiyani, Augusty Tae Ferdinand. "Value oriented developmental interaction capability: a driver for teamwork performance", Business: Theory and Practice, 2018

Publication

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On