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Research Article

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

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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.

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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; Lindsjörn, Sjøberg, Dingsøy, Bergersen, & Dybå, 2016)

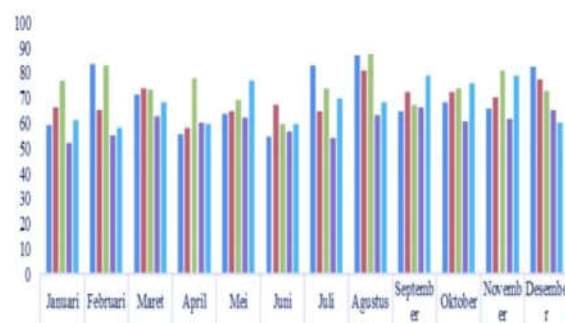


Table 1 The Percentage-Data of Room- numbers in DKI-Jakarta

(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

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the latent variables as develop to leads the marketing performance in budget-hotels business.(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluo, 2015; Kasper-Brauer & Leischnig, 2016; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landrogoez, 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 buded 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-Femenías, & 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).

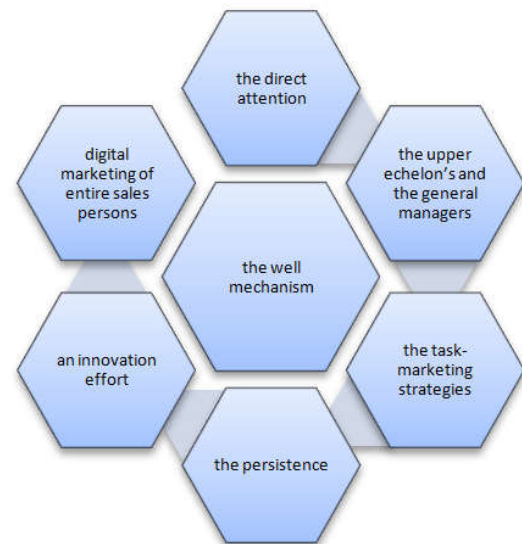
The Goal Setting Theory also the Contributions on Body of Knowledge

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:

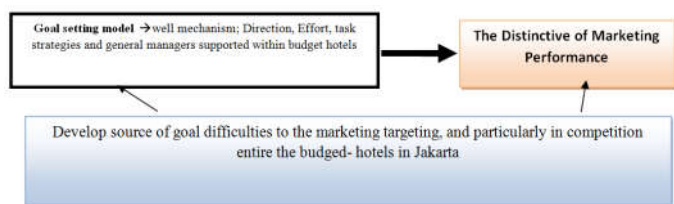


Figure 1 The Scheme Well Mechanism of GST- Theory for the Contributions to the Body of Knowledge of Marketing Science

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 & Birtch, 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.(Deschamps & 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:

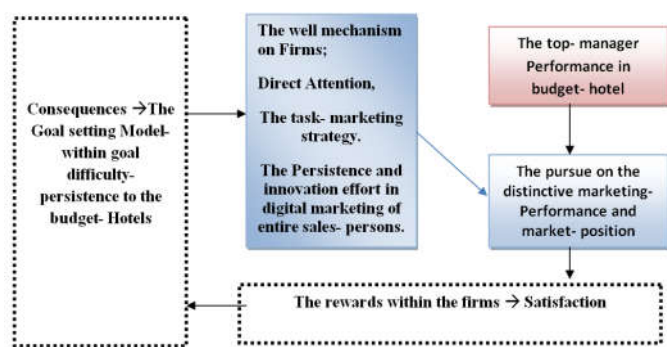


Fig 2 The Research Model to Pursue on the Distinctive Marketing Performance that it Conducted within Well Mechanism in Management of the Private Budget Hotel in Jakarta

(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 tested 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 beconduct 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.

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