

# THE AFTERMATH FIX FIX

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## THE AFTERMATH OF MANAGEMENT ACTIONS ON COMPETITIVE ADVANTAGE THROUGH PROCESS ATTRIBUTES AT FOOD AND BEVERAGE INDUSTRIES EXPORT IMPORT IN PERAK HARBOR OF SURABAYA

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Sp. (ETS)

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### ABSTRACT

The goals of this examination is to dissect data quality, client relationship the board on item quality, responsiveness, upper hand. This examination type is a causal exploration with a quantitative methodology. Populace acquired from 82 fare and import financial specialists in Perak. Test of study was taken with a soaked examining strategy, so the quantity of tests was 82 individuals. Information assortment was completed utilizing a poll. The information examination strategy utilized is PLS investigation. The outcomes in this examination demonstrate that: (1) data quality significantly affects item quality; (2) data quality significantly affects responsiveness; (3) client relationship the executives significantly affects responsiveness; (4) item quality significantly affects responsiveness; (5) item quality significantly affects upper hand; (6) responsiveness significantly affects upper hand.

Keywords: Information Quality, Customer Relationship Management, Product Quality, Responsiveness, Competitive Advantage

### INTRODUCTION

Indonesia is a developing country where it will not be separated from the wheels of international economic activity. This indicated an increase in international trade. Commonly, the forms of international trade are exports and imports. Export is selling goods produced outside the region of origin, while imports are goods or services from outside a country that enter the country. Imports of a nation are affected by individuals' pay, the higher the pay the more imports will be done (Sukirno, 2012).

The food industry became the biggest contributor to the achievement of the export value of the processing industry in February 2020, which reached US \$ 2.45 billion or contributed 22.26 percent (Nurcahya, 2020). In February 2020, food industry exports rose 8.94 percent compared to January 2020 (Nurcahya, 2020). Food sector is also the biggest contributor to the foreign exchange of the manufacturing industry reaching US \$ 4.7 billion. This figure is up compared to the same period in 2018 of US \$ 4.3 billion (Yunianto, 2020).

Companies gain competitive advantage by providing products or services in a way that values customers more than competitors (Munizu, 2014). Kaleka in Ismail, Alam, and Hamid (2017) explains that companies must rely on their capacity to develop competitive advantage to achieve superior performance in this market. The organization's upper hand is identified with offering the client's worth from the organization comparative with the client esteem offered by its rivals. The main reason for an association in making upper hand, in view of its assets and capacities, is to acquire intensity and accomplish various positions with respect to execution in the business market (Hosseini, Soltani, & Mehdizadeh, 2018). Kim in Jie and Cox (2013) portrayed that ventures that are going through fast change, different perspectives that merit testing are required. This incorporates vital provider associations, client relations, data sharing, data quality and lean frameworks. Enhancements in measure ascribes like adaptability, effectiveness, food quality and responsiveness may be normal. Besides, the relationship of these interaction ascribes with upper hand.

Today's competition requires companies to be able to provide competitiveness to other companies in capturing the hearts of consumers, one of which is through good design and quality that is able to meet their needs (Budiman & Radi, 2014). Ibrahim in Nashwan and Haslinda (2017) contend that cozy associations with clients require solid coordination between data innovation (IT) and promoting divisions to hold clients for quite a while. In this way, in accomplishing CRM, numerous associations utilize a bunch of apparatuses, innovation, and methods to help client connections to expand deals. The local government endeavors in investigating territorial limit can be estimated utilizing nearby government monetary proportions examination. The exhibition estimation of the neighborhood government (Daengs, 2020 : 12450).

## Theory Review

### Quality Information

Data quality has characteristics, for example, data got from a framework, data precision, data pertinence, idealness, and fulfillment of data. Data quality is regularly a key measurement with respect to end-client fulfillment instruments. Therefore the nature of data is regularly not recognized as a novel development however is estimated as a part of client fulfillment (Pawirosumarto, 2016). Li in Pawirosumarto (2016), asserts quality information is information that is accurate, clear, detailed, relevant, easily obtained, timely, up to date and in accordance with user needs.

### Customer Relationship Management

Client Relationship Management (CRM) is an idea grounded on way of thinking of utilizing a mix of clients and showcasing to assemble connections (Nashwan & Haslinda, 2017). Concept of CRM is inseparable from the concept of Relationship marketing. According to Tunggal, this concept conveys that the main goal targeted by all CRM strategies is economic motives, namely that companies are able to manage the consumer baseline to identify, satisfy and successfully maintain their most profitable customers and consumers become loyal to the

product. Zinkmund, McLeod, and Gilbert in Sirait, (2018) depict that CRM is a process of gathering information to increase understanding of how to process organizational relationships with consumers.

### **Product Quality**

Kotler and Armstrong in Rinandiyana; Kurniawan; dan Kurniawati (2016) attest the importance of item quality is the capacity of an item to play out its capacity, that incorporates generally item toughness, dependability, exactness, simplicity of activity and fix, and other significant ascribes. Deming in Budiman and Radi (2014) explains that quality is the suitability of goods or products with market or consumer needs. Companies must really understand what they want and need for a product that will be produced.

### **Responsiveness**

Responsiveness, the craving of staff to help clients and offer types of assistance responsively. Zeithaml in Tjiptono (2015) clarifies responsiveness is the organization's capacity by their workers to offer types of assistance rapidly and responsively. Responsiveness can cultivate a positive view of the nature of administrations gave.

### **Competitive Advantage**

Business achievement lies in their capacity to have a few benefits comparative with their rivals. Accomplishing upper hand is the objective of methodology and unrivaled execution will naturally be created from upper hand . (Warraich, Warraich, & Asif, 2013). Lubit in Oriarewo, Agbim, and Zever (2014) notes that competitive advantage is increasingly being found in knowing how to do things, rather than having special access to resources and markets. Competitive advantage itself has two different but interrelated meanings. The first understanding emphasizes excellence or superior in terms of resources and expertise owned by the company. Companies that have competence in the fields of marketing, manufacturing, and innovation can make it as a source to achieve competitive advantage.

## **METHOD**

### **Research design**

This sort of examination is causal exploration. As per Sugiyono (2016:11) causal examination is a sort of circumstances and logical results research on the grounds that there is a relationship of factors to objects, so in this investigation there are autonomous and subordinate factors. Quantitative strategies can be deciphered as exploration techniques dependent on the way of thinking of positivism, used to inspect populaces or explicit examples, gathering information utilizing research instruments, breaking down quantitative/factual information, to test theories that have been set up.

### **Population and Sample**

### Population

Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016). Population are 82 export and import businessmen in Perak.

### Sample

The sample is important for the number and attributes controlled by the populace (Sugiyono, 2016). In this examination the inspecting procedure that was taken was the immersion testing strategy that is the method of deciding the example if all individuals from the populace were utilized as tests (Sugiyono, 2016). Thus, the sample used in this study was 82 export and import business people in Perak.

### Definition of Variable Operations

Stand on the previous explanation, it is known there are two variables, the dependent variable and the independent variable. Following is the definition of each research variable used:

#### 1. Quality Information ( $X_1$ )

The Strategic Supplier Partnership in this study was measured through several indicators that refer to Jogiyanto in Fendini, Kertahadi, and Riyadi (2013), are:

- a. Output Accuracy
- b. Timeliness of output
- c. Relevance of output

#### 2. Customer Relationship Management ( $X_2$ )

Customer Relationship Management in this study is measured through several indicators that refer to Chaffey in Tjiptono (2015), are :

- a. Identification
- b. Individualization
- c. Interaction
- d. Integration
- e. Integrity

#### 3. Product Quality ( $Z_1$ )

Product Quality in this study measured through several indicators that refer to Garvin in Rinandiyana et al. (2016), are :

- a. Performance
- b. Durability
- c. Serviceability
- d. Distinctive Additional Features
- e. Aesthetics
- f. Perceived Quality
- g. Conformance
- h. Reliability

#### 4. Responsiveness ( $Z_2$ )

Responsiveness in this study measured through several indicators that refer to Tjiptono (2015), are :

- a. The time certainty of service delivery is clearly informed
  - b. Immediate / fast service from company employees
  - c. Willing to help customers
  - d. Employees are able to respond to customer requests
5. Competitive Advantage (Y)
- Competitive Advantage in this study is measured through several indicators that refer to Kaleka in Ismail et al. (2017), are :
- a. Cost
  - b. Product
  - c. Service advantage

### Data Types and Sources

Data type that used is quantitative and the data needed is primary data. Primary data can be defined as data collected from original sources for a particular purpose (Kuncoro, 2009:13). This study uses primary data obtained from filling out questionnaires by import-export business people in Perak.

### Method of collecting data

Information assortment technique in this examination is utilize a review strategy by disseminating polls straightforwardly. Survey is an information assortment procedure where members/respondents fill in the questions or proclamations at that point in the wake of being filled in totally gets back to the specialist (Sugiyono, 2016:192). Assortment by offering surveys to respondents is relied upon to have the option to get the necessary data pertinent to the current issue. The technique is cultivated by dispersing polls to respondents who have been resolved. This examination utilizes a Likert scale in addressing inquiries on the poll.

### Data analysis technique

This investigation utilizes information examination which is relied upon to be handily perceived by the peruser. The technique utilized is The Underlying Condition Model (SEM). To answer the theory utilized Fractional Least Square (PLS). As indicated by Ghozali (2016) computations are executed utilizing the Savvy Incomplete Least Square (PLS) instrument, since it is multi-track and the model utilized is Intelligent. The estimation model is finished by utilizing the Shrewd PLS instrument on the grounds that in this investigation it has a multi-path relationship and is developmental and intelligent. Furthermore, on the grounds that inspecting is under 100 respondents. Developmental models will be models that show the heading of the relationship from pointers to dormant factors. Intelligent models will be models that show the relationship of inert factors to markers..

## RESULTS

### Inner Model Evaluation

The inward model which is now and again additionally called (internal connection, primary model and considerable hypothesis) indicates the impact between research factors (underlying model). (Istanti, 2020 : 635)

**1**  
**Inner Model Test or Structural Model Test**

The investigation aftereffects of the primary model reasonableness built show the end that the general model has been "Pertinent" to clarify the factors examined and their impacts on every factor. For endogenous inactive factors in the underlying model which has a R2 of 0.67 demonstrating that the model is "acceptable", R2 of 0.33 shows that the model is "moderate", R2 of 0.19 shows that the model is "feeble" (Ghozali, 2012) . The PLS yield as depicted beneath:

**Table 1. R-Square Value**

<b>2</b>	<b>R-Square</b>
<i>Information Quality (X<sub>1</sub>)</i>	
<i>Customer Relationship Management (X<sub>2</sub>)</i>	
<i>Product Quality (Z<sub>1</sub>)</i>	0.077
<i>Responsiveness (Z<sub>2</sub>)</i>	0.174
<i>Competitive Advantage (Y)</i>	0.620

The outcomes in the table above show that Data Quality variable influences Item Quality has a R2 of 0.077 which implies the "feeble" model. At that point the Data Quality and Client Relationship The executives factors that influence Responsiveness has a R2 of 0.174 which implies the "frail" model. While Item Quality and Responsiveness that influence Upper hand has a R2 estimation of 0.620 which shows a "great" model. The appropriateness of the primary model can be seen from Q2, as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R1) * (1 - R2) * (1 - R3)] \\
 &= 1 - [(1 - 0.077) * (1 - 0.174) * (1 - 0.620)] \\
 &= 1 - [(0.923) * (0.826) * (0.380)] \\
 &= 1 - [0.290] \\
 &= 0.710
 \end{aligned}$$

Aftereffects of the Q2 estimation show that the Q2 estimation of 0.710 demonstrates that the Q2 esteem is in the "solid" class. Ghozali (2016) attest that Q2 worth can be utilized to quantify how well the perception esteem produced by the model and furthermore the assessed boundaries. So the Q2 estimation of the forecasts made by the model is considered to have prescient pertinence.

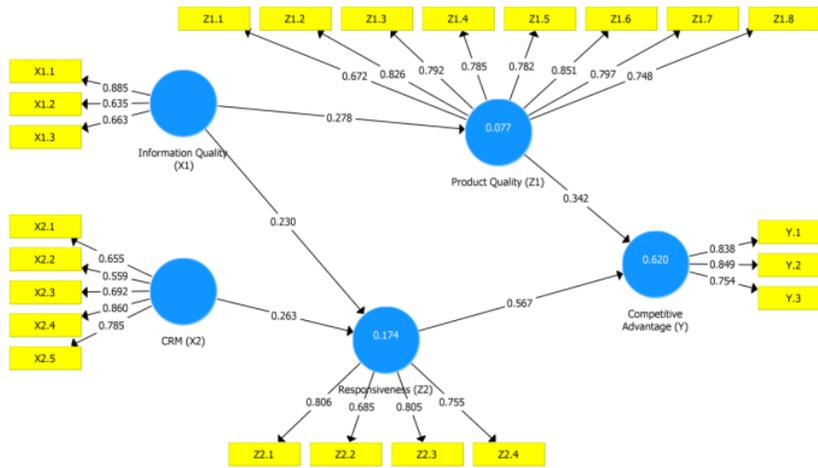


Figure 1. Inner PLS Model

There are exogenous factors in the inward model contemplated, explicitly Data Quality and Client Relationship The board, at that point endogenous factors in the internal model examined are Upper hand and mediating factors in particular Item Quality and Responsiveness. The consequences of the internal weight esteems in Figure 1 above acquired the accompanying condition:

$$Z_1 = 0.278 X_1$$

$$Z_2 = 0.230 X_1 + 0.263 X_2$$

$$Y = 0.342 Z_1 + 0.567 Z_2$$

## Hypothesis Testing Results

### Hypothesis 1 (H<sub>1</sub>)

First speculation in the examination affirm its precision, this is known from the t estimation of 2.487 which implies more prominent than 1.96, this implies that Data Quality significantly affects Item Quality. The heading of the connection between the two factors is positive which implies the better the Data Quality gave, the more altogether it will improve Item Quality by having an enormous impact of 0.278.

### Hypothesis 2 (H<sub>2</sub>)

Second speculation in the exploration affirm its precision, this is known from the t estimation of 2.033 which implies more prominent than 1.96, this implies that Data Quality significantly affects responsiveness. The bearing of the connection between the two factors is positive which implies there is an immediate relationship so it tends to be deciphered that the better the Data Quality, the more it can expand responsiveness by having an extent of impact of 0.230.

### **Hypothesis 3 (H<sub>3</sub>)**

Third speculation of the exploration affirm its precision, this is known from the t estimation of 2.848 which implies more noteworthy than 1.96, this implies Client Relationship The board significantly affects Responsiveness. The course of the connection between the two factors is positive which implies there is an immediate relationship so it very well may be deciphered that the better the Client Relationship The board will be the more ready to build Responsiveness by having a considerable impact of 0.263..

### **Hypothesis 4 (H<sub>4</sub>)**

Fourth speculation of the exploration affirm its precision, this is known from the t estimation of 6.061 which implies more prominent than 1.96, this implies Item Quality significantly affects Responsiveness. The heading of the connection between the two factors is positive, which implies the higher the apparent Item Quality will build the Responsiveness by having a significant impact of 0.501.

### **Hypothesis 5 (H<sub>5</sub>)**

Fifth theory of the exploration affirm its precision, this is known from the t estimation of 4.145 which implies more noteworthy than 1.96, this implies Item Quality significantly affects Upper hand. The course of the connection between the two factors is positive which implies there is an immediate relationship so it very well may be deciphered that the higher the degree of Item Quality, the more ready to increment Upper hand by having a significant impact of 0.342.

### **Hypothesis 6 Test (H<sub>6</sub>)**

The 6th speculation in the examination is demonstrated to be valid, this is known from the t estimation of 8.144 which implies it is more noteworthy than 1.96, this implies that Responsiveness significantly affects Upper hand. The heading of the connection between the two factors is positive which implies that the higher the Responsiveness, the more upper hand will be expanded by having a considerable impact of 0.567.

### **Discussion**

#### **Effect of Information Quality on Product Quality**

Information Quality has a significant effect on Product Quality, because the T-statistic value is 2.487 which means it is greater than 1.96. This finding results obtained that product quality can be formed with the existence of information quality, so it can be interpreted that the better the level of information quality about exports and imports in Perak, the more it will have an impact on increasing product quality.

The discoveries insist that data quality can fundamentally impact item quality a positive way. The positive bearing alluded to in this matter is the better the nature of the data passed on, the better the nature of the item being advertised. This is upheld by the assessment of Jie and Cox (2013) which clarifies that in administration activities to improve data quality will prompt expanded item quality, to be specific food.

P/V (ETS)

### **Effect of Information Quality on Responsiveness**

Data Quality significantly affects Responsiveness, on the grounds that the T-measurement esteem is 2.033, which implies it is more prominent than 1.96. This finding results obtained that responsiveness can be formed with the existence of information quality, so it can be interpreted that the better the level of information quality related to import and export exports in Silver, the more it will have an impact on increasing responsiveness.

The best quality information can be provided by the internet when it can be obtained easily (not difficult in its search), organized (organized), and available in large quantities (Pawirosumarto, 2016). The results in this study support the findings of Jie and Cox (2013) who explain in their research that management actions to improve information quality will lead to increased responsiveness.

### **Effect of Customer Relationship Management on Responsiveness**

Customer Relationship Management has a significant effect on Responsiveness, because the T-statistic value is 2,848 which means it is greater than 1.96. The discovery shows that responsiveness can be formed with high customer relationship management, so that it can be interpreted that the higher the level of customer relationship management in exports and imports in Perak will increasingly have an impact on increasing responsiveness.

The discoveries affirm that Client Relationship The executives can impact responsiveness altogether with the bearing of positive impact. This positive heading can be deciphered that the better administration of associations with clients will expand responsiveness in serving. Client Relationship The executives is characterized by Kotler and Armstrong in Sirait (2018) as a general interaction for building and keeping up associations with clients through giving prevalent client worth and consumer loyalty. The discoveries in this examination support the aftereffects of exploration directed by Jie and Cox (2013) which proves that Customer Relationship Management has a relationship with responsiveness.

### **Effect of Product Quality on Responsiveness**

Item Quality significantly affects Responsiveness, in light of the fact that the T-measurement esteem is 6.061, which implies it is more prominent than 1.96. This finding results obtained that responsiveness can be formed with high levels of product quality, so it can be interpreted that the higher the level of product quality of the food and beverage industry in Perak imports and exports will increasingly have an impact on increasing responsiveness.

Item quality is the capacity of an item to play out its capacity, that incorporates in general item perseverance, dependability, accuracy, simplicity of activity and improvement, and other important credits (Rinandiyana et al., 2016). According to Jie and Cox (2013) clarifies that improvement of interaction credits like adaptability, productivity, food quality will consider responsiveness true to form.

### **Effect of Product Quality on Competitive Advantage**

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Item Quality significantly affects Upper hand, on the grounds that the T-measurement esteem is 4,145 which implies it is more noteworthy than 1.96. This discovering results acquired that upper hand can be shaped with acceptable item quality, so it very well may be deciphered that the higher the degree of item nature of the food and drink industry in imports and fares in Perak will progressively affect expanding upper hand.

Hosseini et al. (2018) clarified that great items are dependable items and administrations, which implies that they play out the errands all around intended for them, and make unique properties to expand an incentive for clients. At the point when clients realize that an item from one organization (in regards to shape, property, execution, manageability, dependability, plan, style, and so forth) gives higher worth to them contrasted with that offered by contenders, at that point this item is supposed to be of excellent. This was subsequently demonstrated in his exploration by Hosseini et al. (2018) that upper hand factors including quality, productivity, advancement, and responsibility were decidedly and fundamentally identified with the improvement of new items.

#### **Effect of Responsiveness on Competitive Advantage**

Responsiveness significantly affects Upper hand, on the grounds that the T-measurement esteem is 8,144, which implies it is more prominent than 1.96. This discovering results acquired that upper hand can be shaped with the presence of good responsiveness, so it very well may be deciphered that the higher the degree of responsiveness of the import and fare food and drink industry in Perak will progressively affect expanding upper hand.

Responsiveness to information is otherwise called the use of information depicted as creating gained information, empowering the utilization of information to be more powerful with the goal that it can expand its worth (Oriarewo et al., 2014). The discoveries of Oriarewo et al. (2014) affirm that exactly established that responsiveness can altogether influence upper hand. Moreover Pfeffer and Sutton in Oriarewo et al. (2014) clarifies that upper hand isn't accomplished by organizations that have the best information, yet by the individuals who utilize information. Hence, the utilization of information to innovation and authoritative cycles helps in creating upper hand.

#### **CONCLUSION**

1. Data quality significantly affects item quality
2. Data quality significantly affects responsiveness
3. Client relationship the board significantly affects responsiveness
4. Item quality significantly affects responsiveness
5. Item quality significantly affects upper hand
6. Responsiveness significantly affects upper hand

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**Article Error** You may need to use an article before this word.



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**Proofread** This part of the sentence contains an error or misspelling that makes your meaning unclear.



**P/V** You have used the passive voice in this sentence. You may want to revise it using the active voice.



**Article Error** You may need to use an article before this word. Consider using the article **the**.



**Missing ","** Review the rules for using punctuation marks.



**Article Error** You may need to use an article before this word.



**Frag.** This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.



**Article Error** You may need to use an article before this word. Consider using the article **the**.



**Missing ","** Review the rules for using punctuation marks.



**Article Error** You may need to use an article before this word. Consider using the article **the**.



**Article Error** You may need to remove this article.



**P/V** You have used the passive voice in this sentence. You may want to revise it using the active voice.



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**Article Error** You may need to use an article before this word. Consider using the article **the**.