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The Influence of Core Resource and Critical Resource and Market Based Toward The Customer Value and The Influence of The Customer Value Toward The Customer Loyalty of Organic Food Products

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Abstract - **The research studied : Strategic of management researches in the perspective of core resource and critical resource and market based in the agricultural industry, strategy is basically formulated to create countinous superior financial performance throught competitive advantege. The research using descriptive and explanatory methods, the type of this reseach is causality research with cross sectional, and the sampling technique is cluster area sampling. This paper discusses the research about the implementation of core resource and critical resource and market based in manufacturers of organic food product in Indonesia. The analysis instrument is path analysis in order to know the influence of core resource and critical resource and market based toward the customer value and the influence of customer value toward the customer loyalty of organic food product. The result on this research reveals that there is a significant influence of the core resource and critical resource and market based toward the customer value variabels respectively and there is a significant influence of the customer value toward the customer loyalty of organic food product.**

Key words: **core resource, critical resource, market based, customer value, customer loyalty.**

I. INTRODUCTION

1.1. Background Problem

Agricultural regionalism as a way to protect the safety of food products, this approach promises to create more secure systems, environmentally friendly and energy efficient, and cost. Ideally at least one third of the food product needs can be met by their own production and reduce our dependen and disturbance from the external supply.

Food security is a condition for the fulfillment of food households as reflected by the availability of adequate food, both quantity and quality, secure, equitable, and affordable. Green food product or organic food product is a food product during the process of planting until harvest not undergone a chemical process or the use of synthetic materials, such as pesticide, herbicides, fertilizers with chemical content, hormone injections or antibiotics, and its process without exposing radiation or genetic modification, by therefore natural processes are safe for consumption by the body (Hasnelly,2010).

This research explored the phenomenon of globalization and competitive strategy of green food products, through the Resource-Based Strategy approach as a refinement of the Market-Based Strategy, which is expected to examine the globalization and restructuring the marketing strategy.

Organic food product other vegetables, including fruit, and all kinds of meat which are all produced without contamination by any substance. The impact on the ecosystem very good, fertile soil, microorganisms in the soil that grows naturally can donate minerals and vitamins that maintain the balance of nature and habitat necessarily be maintained. Green food products did not receive proper attention in their own country, the people of Indonesia seem to still indulge with delicious food, fast food from outside is actually a chronic health problem (Hasnelly, 2010).

Product strategy with a high perception of value (high-value-perception strategy), is needed to permanent product and customer demand can even win the market so that competitors are required to know the perception and the accomplishment of customers by offering goods or services with an appropriate value.

Strategies to create high value products to be supported by the effectiveness and cost efficiency. Management must be principled costs must come to the right targets (cost effectiveness), which is creating customer value means the cost will actually enjoyed the customer and the company should eliminate activities that do not add value to products (non-value added activities).

Kotler & Keller (2006:25), the offer will be successful when providing value and satisfaction for the target buyer. Buyers choose between the bids awarded on the basis of what is perceived to provide high customer value. Value can be viewed as a combination of quality, service and price (quality, service, price), known as customer value trial. The value of improving quality and service and reduce costs.

This study will report the culmination of customer loyalty products green food. During this research, the authors will test managers, especially green food products organic food products industry to better understand the factors that can differentiate a successful product development efforts are not successful. The final phase of this research the author conducted an empirical test of a model associated with the findings from the survey authors and stages of exploratory research study on authors. The model identifies the critical sub-units of the organization, development activities, and communication channels that affect the outcome of products,

external factors as product characteristics and competitive environment.

Customer loyalty will happen if the company continually provides of value , which is expected by the customer. The value for a particular market segment view is closely related to the design and appearance of the product and now shifted to the perception of value associated with the basic functions of products at affordable prices (Kuusik, 2007:3).

Customer loyalty in recent years, have increased. Globalization of competition, market saturation and development of information technology has increased the attention of customers and create a situation where long-term success is not obtained through optimization of product price and quality alone. Instead, the company built its success from long-term relationships with customers.

This paper presents an overview of customer loyalty in previous studies. The second section is intended for the construction of a theoretical model, followed by a description of the research objects and methods. The last section of this paper presents the results and discussion. The impact of different factors on loyalty is explored with examples of organic food products of company which is a green food product companies in Indonesia. Data used for the analysis came from corporate managers and managers perceptions of customer surveys, this survey contains information managers and Path Method is used to test hypotheses.

The study on the marketing strategy that led to the winning strategies for value creation with questioning how-to for the market based model, and what is for the resource-based. Market based view that saw its market first, by analyzing the environment outside the industry (external), saw a very dynamic organizations (the dynamic of the industry environment), especially against competitors, customers, distributors, and product substitution so that the model of industry analysis from Porter's five forces, strategic planning focus placed on how to protect the competitive market by creating barriers for competitors to find it difficult to be able to enter the market. Resource-based approach to primary competitive strategy how to create future innovation through the resources owned by the organization can improve its capability to compete through the selection of core competencies so that we can create barriers for its competitors' strategies such as the difficulty to be imitated (Huseini,2001:7). Hunt et al, (1999:142), identified that the most important goal of the strategy to create superior financial performance and lasting through competitive advantage.

The main objective of the research to develop a framework of analysis of resource-based strategy on green food product companies, especially small-scale organic food products. Describes a theoretical framework can create a basis for empirical survey that can be done next. This research is positioned resource-based view of strategic management that emphasizes the significance of company resources in creating the desired position in the market. Small-scale enterprise has special resources that disti them with larger companies., small companies usually shortage of some resources (finance, marketing capab that can create resistance to the company a comp advantage in the market place (Forsman,20

This study discussess the analytical approach, Resources, Critical resources and Market-Based to s extent to which these strategies impact on value and customer loyalty, especially organic food products .

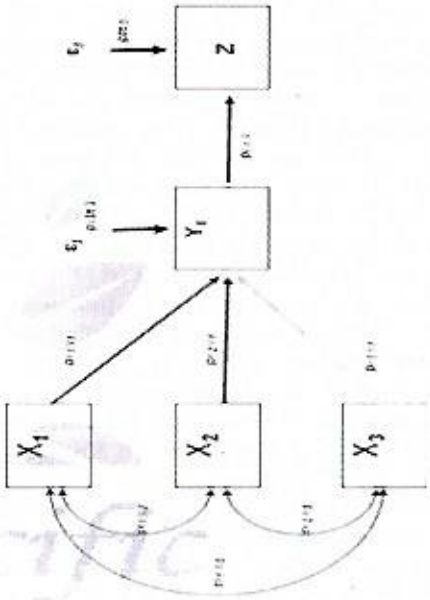


Figure 1. Model of this research

Description:

X_1 = Core resources
X_2 = Critical Resources
X_3 = *Market Based*
Y_1 = Customer Value
Z = Customer loyalty
ε_i = epsilon
$\rho_{y_1x_1}$ = Path coefficient x_1 toward y_1
$\rho_{y_1x_2}$ = Path coefficient x_2 toward y_1
$\rho_{y_1x_3}$ = Path coefficient x_3 toward y_1
$\rho_{y_1\varepsilon_1}$ = Path coefficien ε_1 toward y_1
$\rho_{z\varepsilon_3}$ = Path coefficien ε_3 toward z

Figure 1. describes the process of indicatio problems and the focus of this research where the variab be studied are the Core Resource, Critical Resouc Market-Based toward Customer value to customer loya the company's organic food products.

1.2.Problem Limitation

1) Effect of the core resources and critical resource Market Based on customer value .

2) The impact of customer value to customer loyalty.
3) The criteria the respondent is a green food product companies in which the type of product, type of market and company categories are ignored.
4) The study was conducted limited to the manager at the company's green food products.
5) The Company has been building a marketing strategy to a consumer need.
6) Customer loyalty is a perception or view of corporate managers about the buyers of their products.

1.3. Problem Formulation

Identify the problem based on the background and the problem definition above, the research problem can be formulated as follows:

1. How to approach the core resources of green food products.
2. How to approach the critical resource of green food products.
3. How to approach the market based of green food product.
4. How does the customer value of green food products.
5. What about customer loyalty green food products.
6. How big is the influence of core resources and critical resources as well as market based on customer value of green food products either partially or simultaneously.
7. How much influence does the customer value green food products to customer loyalty either partially or simultaneously.

1.4. Research Objectives

The purpose of this study was to obtain.

TThe purpose of this study:

1. Knowing, analyzing, and reviewing approaches the core resources of green food products.
2. Knowing, analyze and assess approaches a critical resource of green food products.
3. Knowing, analyzing, and reviewing the market based approach to the green food product.
4. Knowing, analyze, and assess the customer value of green food products.
5. Knowing, analyzing, and reviewing customer loyalty green food products.
6. Knowing, analyze, and assess the influence of core resources and critical resources as well as market based on customer value either partially or simultaneously.
7. Knowing, analyze, and evaluate how much influence customer value on customer loyalty either partially or simultaneously.

1.5. Research Purpose

a. Theoretical usefulness in the development of science can contribute to the development of management science, especially in the field of strategic management, strategic management of resource based and market based management strategy.

b. Provide useful information to producers, managers and customers and all those in need.

c. Can encourage other studies conducted.

d. Can help the entrepreneur in determining the best strategy for the advancement of the compa

e. Can assist the government in policy-making strateg of green food products, especially orga

f. Pratical usefulness or operationals, viewed from macro dimensions can be used as consideration in development of green food products industry in gene especially organic food products, develop markets for lo products, increase the competitiveness of local producers, local entrepreneurs or potential entrepreneurs, in an effort improve the ability of the nation.

II. LITERATURE REVIEW

2.1. Management Strategy

Level of corporate strategy in the scope of transaction cost economics focuses on the role of corpor resources in determining geographical boundaries a industry from the activities of the company. Level busin strategy, explore the relationship between the sources competition and profitability, including analysis competitive industries, the accuracy of the return innovation, the role of information in enhancing t differences between competing companies and equipme where the process of resource accumulation can sustain competitive advantage. Competitive strategy according to t literature tends to focus on issues of strategic placeme within the meaning of the choice between fees and t difference between excellence and broad market covera and narrow (Grant, 2001:117).

2.2. Market-Based

Performance and relationship marketing orientation h been investigated in a number of countries and industrie and generally found positive. Norver and Slater identif three components, namely the marketing orientatio customer orientation, competitor orientation and inte functional coordination (Schroder and Mavondo, 2000).

2.3. Customer Value

Marketing as a business process that define, develop a deliver value expressed in various ways:1. defining val (marketing research, analysis, core competencies, t strategic position of organizations in value chains, consiste economic analysis of customer usage), (2) Value-developi (new product development , design, distribution channel strategic sourcing, vendor selection, strategic partnershi with service providers, development of pricing strateg value proposition development, training, fleet sales a dealer), (3) Value-Delivering (managing distribution a logistics, deployment of fleet sales, orders entry, credit, pos sales service, advertising and sales promotion, applicatio engineering, product upgrades and recall, trainin customer),(Webster, 2000).

2.4. Customer Loyalty

Segmentation based on Customer Loyalty

There are several approaches related to custom loyalty. Theory loyalty habits (attitude) dominate until th year 1970 where the loyalties of this theory is considere as a function of the share in total purchases, the function purchasing patterns or function of the probability

purchase (Wernerffelt in Kuusik, 2007:5). These approaches look at a brand loyalty to him only from the outcomes (the buying habits are repeated), not from reason, until the two-dimensional concept of brand loyalty appears, stating that loyalty should be evaluated using the criteria of habits (behavioral) and attitude.

2.1. Research Hypothesis

a.There are partial and simultaneous influence of each independent variable; Core Resources and Critical Resources and Market Based on customer value

b.There are partials and simultaneous effect of variable customer value to customer loyalty.

III.RESEARCH METHODOLOGY

Methods Used

Methods of data analysis used to test these hypotheses is the path analysis . Path analysis the first step must be done first to translate the research hypothesis in the form of a diagram, called a path diagram.

The pattern of relationships which suggests the influence of several dependent variables against independent variables. Statistical methods can provide clarity of direction and magnitude of the relationship between variables is a very useful study for researchers in examining further the various variables studied.

Descriptive Analysis

Descriptive analysis is used to identify independent variables (physical, human resources, organizational, market orientation, behavior, and competitors) are investigated using the interval method, the median score with the distribution.

Place and Time Research

This research was conducted to study the approach, used to identify resource implications incurred by the based (core resources and critical resources), market based, customer value with the object of research is on companies, especially organic green food products in Java Barat, Jakarta, Banten, and Yogyakarta on January February and March, 2010.

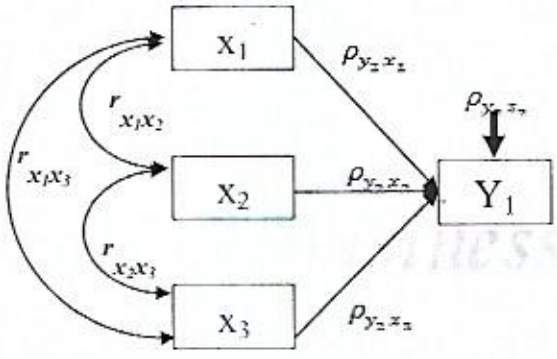


Figure 2.1. Path coefficients in a sub-structure

Testing the path coefficient must first be translated i research hypotheses of statistical hypothesis, as follo

Hipotesis 1

H_0 : $\rho_{y_2x_i} = 0$: there was no significant effect or simultaneously o independent variable; Resources and Critical R and the Market-Based to Value

H_i : $\rho_{y_2x_i} \neq 0$: there are significant effect pa simultaneously of each ind variables; Corel Resource resource and Market-B Customer Value.

Probability value < 5% b mean H_0 → rejected, and H acceptable means significan coefficient

Probability value > 5% mean → accepted and H_i →

$z = f(Y_1)$

$z = \rho_{zy_2} y_1 + \varepsilon_3$

Where : Z = Customer Loyalty

Y_1 = Customer Value

ρ_{zy_i} = Path coefficient independent variabl dependent variable, and 2

ε_3 = Influence of other outside the model s

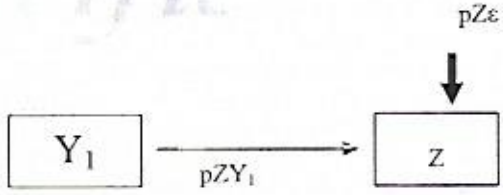


Figure 2.2. Path coefficient in sub structur

Testing the path coefficient must first be into research hypotheses of statistical hypothesis, as

Hipotesis 2

H_0 : $\rho_{zy_i} = 0$: there was no significant effec partially or simultaneously from the variable Customer Value to Cus Loyalty.

H_i : $\rho_{zy_i} \neq 0$: there are significant effect partial simultaneously from the variable Customer Value on Customer Lo

Probability value < 5% mean H_0 → rejected, a accepted

significant path coefficient means

Probability value > 5% mean → accepted, and H_i →

IV. RESEARCH RESULTS AND DISCUSS

4.1. Overview of the Observation Unit

The unit of observation in this study is the manager of Food Products Company Green mainly organic food products company located in West Java, Jakarta, Banten and Yogyakarta.

The research data consists of primary and secondary data. Primary data were obtained from responses to questionnaires distributed to managers, while secondary data was obtained by referring to data that already exists in the company.

4.1.2. Descriptive Analysis of Organic Food Products Respondent Characteristics

Questionnaires are returned to the researcher as much as 80 questionnaires and questionnaires that are processed and deserve as much as 65 questionnaires. Results Descriptive analysis of data obtained from the respondent's answer, is described by investigators.

4.1.2.1 Descriptive analysis of characteristics of respondents in West Java, Jakarta, Banten and Yogyakarta

Age

Composition of respondents by aged between 41 to 50 years. This is thought to reflect the composition of the managers under this age and usually already aware of the environment.

Gender

72.3% male, allegedly due to two things: the first green food products business performed both male and remember this effort requires a strong physical and mental. According Accut and Geno in Mc Keiver and Gadenne (2005:516) gender impacts of environmental attitudes.

Status

87.7% of respondents are married status, alleged that the respondents who chose a green food product business because this business requires perseverance and patience, and they are responsible to feed their families.

Education Level

Respondents with graduate educational level of 46.10% could be assumed that the respondents in this study have been aware of environmentally conscious attitude and not just think profit.

Position in Company

The owner of 44.6%, while there also as a production manager and marketing.

Agency

72.3 Percentage indicates the proportion of agencies involved.

Green Food Products Prices

The prices of green food products produced and generally ranges from Rp. 20,000 - Rp. 30 000 there are 35.4% of respondents. Premium prices offered illustrate that green food product prices quite expensive when compared to similar products.

Last Production

86.2% of respondents to produce green food products to date. This indicates that the business in a green food product having a prospect.

4.1.2.2. Descriptive Analysis of Respondents' Percep of Food Products Green in West Java, Jakarta, Ba and Yogyakarta.

Analysis of this perception, can explain how mana make strategic management. Description percep managers obtained from responses to questionnaires had b distributed as follows:

1.Descriptive analysis of Core Resource Characteris

Core Resources variable in this study describes perception of owners and managers in terms of reso management strategy for making decisions collectively improving customer value (Orr, 2007:8). This vari consisted of 4 (four) dimensions: Product, Cost, Capacity Customers and by six (six) items as presented on measurement of operational variables .

2. Descriptive Analysis Critical Resource Characteris

This empirical study indicated that most owners managers say they have strategies and management pract can enhance customer value and customer satisfaction. T is supported by data that the owners and managers of gr food products S1 and S2 educated to degree level at 46.10 This finding is consistent with the opinion of Forsman (2000:8), that critical resource is the individual resources, which can support the management of strategic resources a the desired position in the market.

Supporting critical resources that are available can viewed as a prerequisite for success and resilience in business, but the strategic core resources and crit supporting resources depend on each other which make very difficult to find the identification of cause and ef between them, to know the tendency of increasing measured variables questionnaire scores of 65 respondents

3. Characteristics of Market-Based Descriptive Analy

Variables that describe the perception of market ba owner and consisted of 7 (seven) dimensions and (eighteen) measurement items. The largest contribution the market based variable is an item about the level feelings towards a certain green food products with percentage of 6.66%, while the smallest contribution of additional material content levels with the percentage 2:08%, to determine levels according to the respondents.

4. Descriptive Characteristics of Customer Va Analysis

Customer value by Kotler and Keller (2006:135-136) the company gives a more or superior value compared competitors, the company has a competitive advanta Customer value is low price, value is what customers w in a quality product and value is received by customers fr what they buy.

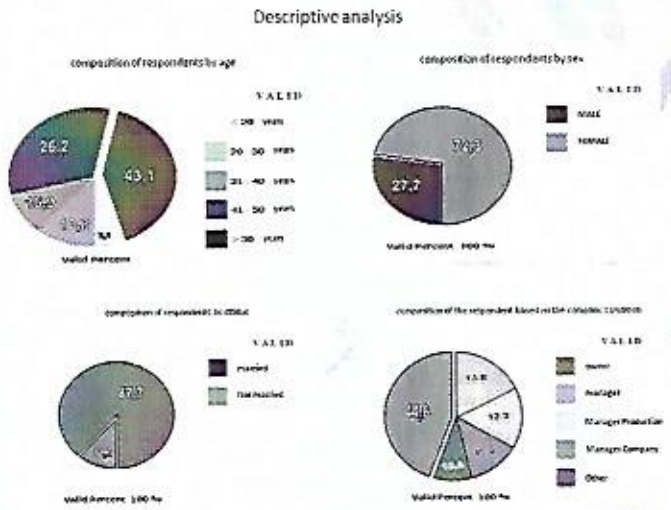
Variable perceived value managers consisted of (thirteen) dimension and 27 (twenty seven) measurem items. The largest contribution to the market based varia is an item about the level of environmental benefits particular with the percentage of 5:42%, whereas smallest contribution of the level of consistency in

quality of the results with the percentage of 2:01%, to determine the level of the respondents.

4.3. Testing Research Hypotheses

This research revealed a relationship besides variables, also reveal the causal relationships between variables through the transformation of an ordinal to interval data using parametric statistics. Research paper suitable for the analysis of these relationships is the path analysis.

The hypothesis that core resources, critical resources and Market-Based significantly influence customer value and so the impact on customer loyality, the tests were performed simultaneously and partial.



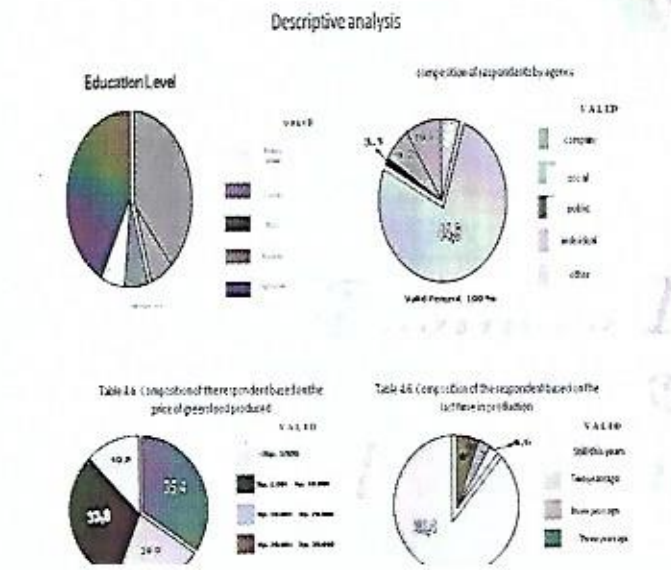


Table.1. Recapitulation of direct and indir influence of each variable

Description	Direct Effect	Indirect Effect	Total Effect
Influence of other variables X_1 to Y_1	4,28 %	3,26 %	7,55 %
Influence of other variables X_2 to Y_1	9,36 %	4,49 %	13,18 %
Influence of other variables X_3 to Y_1	13,17 %	4,26 %	17,43 %
Influence Summary Variable X_1, X_2, X_3 to Y_1	26,81 %	12.01 %	38,84 %
Influence of other variables to Y			61,16 %
			100 %
Influence of other variables Y_1 to Z	42,25 %	0,82 %	43,07 %
Influence of other variables to Z			56,93 %
			100 %

V. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

1. Improvement of individual resources, capabi core competencies and knowledge that ha relationship with the company in a good positi achieve market success, while the main obsta implementing the strategy manager core resourc less available resources to be minimum requirem
2. The approach is a critical resource supp resources and the combination with the core reso to get a very successful position in the market increasing the variability increased customer va organic food product.
3. Market based approach in organic food product key is to improve the accuracy of respons customers in the form: Peformansi pro confidence, cooperation with customers, collabo with suppliers and competitors, while owner managers of the main obstacles in applying m based strategy is the lack of available quant

products that enhance customer value increased variability.

4. The approach in applying the customer value strategy on organic food products are able to increase the accuracy of responses to customer. Premium price prohibitive and consistency of product quality, while the producers and managers of the main constraints in implementing the strategy of customer value is less known product breadth, thus increasing the variability increased customer value.
5. The approach in implementing customer loyalty strategies on organic food products are able to increase the accuracy of responses to customer. Perception of price and product image, while the owners and managers of the main constraints in implementing the strategy of customer loyalty is a lack of available information about the product, thereby increasing the variability increase customer loyalty.
6. Core resources and a critical resource and has a significant market based on customer value of organic food products either partially or simultaneoussimultaneously.
7. Customer value of organic food products significantly influence customer loyalty either partially or simultaneously.

5.2. Suggestions

a. The findings in this study of Management Sciences, where researchers found the partially and simultaneously there is significant influence between the "core resource, critical resource and market based on customer value and the implications for customer loyalty of organic food products." Suggestions for the next researcher to be examined in addition to the variables above.

b. Side the unit of analysis, can be developed at other industries besides the organic food product industry.

2. Practical advice for operational

a. We recommend that decision makers in the organic food product industry pay more attention to the availability of competent resources and technological expertise as based on the analysis of the characteristics of organic food products industry is less availability of resources and technology.

b. Researchers suggested that the decision makers in the industry of green food products to be able to utilize the core competencies and technologies that will have a significant impact in reducing costs and reduce losses and increase profits.

3. The government should design laws on regulations or standards of organic food products.

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