
ATTEMPT TO THE EMPLOYEE SATISFACTIONS IN THE PRIVATE FIRMS WITHIN THE PHARMACY INDUSTRY IN INDONESIA: ROOTING FROM THE GOAL- SETTING THEORY AND ITS CONTRIBUTION

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DOI: <http://dx.doi.org/10.38193/IJRCMS.2021.3502>

ABSTRACT

The scholars found that the Pharmacy firms in industries competitiveness had less an employee satisfaction within these global pandemic situations. This research could be study among research gap within the employee- factors within the pharmacy industry in Indonesia and impact by the firm's performance. Moreover, the novelty result of the model of the attempt of an employee- satisfaction and its contribution on body of knowledge on theory of goal setting theory. Hence, the research method conducted within quantitative and the predicted strategy and the data analysis within an entire the latent variables to attempt the employee satisfaction. The results were contribution to the body of knowledge the management science on the theory of GST and the Pharmacy industries in Indonesia.

KEYWORDS: Employee satisfaction, employee performance, GST, Pharmacy industry.

1. INTRODUCTION

The Pharmacy firm's development could deliver a large-scale of industrial modern that it would of the demand size requirements from among consumers and determine the large-social network. (Kjos, Worley, & Schommer, 2013) (Derwik, Hellström, & Karlsson, 2016) Moreover, the key highlight of the pharmacy industries in Indonesia to improve the organizational performance pertains; the leadership, innovation management, faster innovation and link to the global networking and also aware to consumer engagement base on the employee satisfaction. (J. Hamilton, 2009) (Akdoğan & Durak, 2016; Gupta, Singh, & Bhattacharya, 2017; Gürcan, Yazıcı, Beyca, Arslan, & Eldemir, 2016)

Indeed, Industry Minister, Agus Gumiwang Kartasasmita, claimed 220 ventures support the pharmaceutical industry in Indonesia; and 90% focus on the downstream in producing medicines. Moreover, the government to strive to reduce imports by 35% by the end of 2022. Hence, the country would overcome dependence on raw material imports and the statistics data from the ministry of investment RI, show figure 1 below:



Figure 1. The Pharmacy Industries within domestics- Indonesia

(Resource: <https://www.bkpm.go.id/en/publication/detail/news/winning-potentials-in-indonesian-pharma-and-medical-industries>)

The Pharmacy industries and business in the global- pandemic situations within the dynamic- market, need more, the communications tools, hi-competencies, regularly of the skill training, and organizational-well mechanism and, the new platform in the pharmacy business as the research gaps from the previous research that could leads to the human resources development within the employee satisfaction, that have been could not always to be confirm result of the research on the Pharmacy venture (J. Hamilton, 2009) (Harrigan, Evers, Miles, & Daly, 2017; Moharam & Shawky, 2012; Syed Saad, Mamunur, & Quazi Akhlaqur, 2016), (Bitter & Grabner-Kräuter, 2016; Day, Crown, & Ivany, 2017)

Moreover, to fill this gap, many pharmacy firms have the organizational policy-change become the new-platform business cause to anticipated the global- pandemic in business world within very poor-business process of the impact to the employee intellectual capital-performance (Day et al., 2017; Kor, 2016; Stock, 2016; Tse, Huang, & Lam, 2013; Ulum, Ghozali, & Purwanto, 2014). Furthermore, the objective of these inquiries would be conduct within the synthesis the HR management new- research model to fulfilling the find of research gap to achieve the employee satisfaction in the pharmacy industry in Indonesia. Moreover, the focus of the latent variables as develop to leads the employee satisfaction in the Pharmacy firms- business management within the new platform business for a long run business competitiveness.(Buil, Catalán, & Martínez, 2016; Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluoto, 2015; Kasper-Brauer & Leischnig, 2016; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroquez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Mention & Bontis, 2013; Nicole, Vaughan, Zabihullah, & Mei, 2016; Obal & Lancioni, 2013; Ouakouak & Ouedraogo, 2017; Pittino, Visintin, Lenger, & Sternad, 2016; Rakesh, Narendra, & Sandeep, 2017; Senichev, 2013; Stone, Dadrack, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

The Pharmacy firms- business within on the new platform business management to anticipated the global pandemic phenomenon, the source of employee value an entire firms should have some strategic plan and not implement in the same time for many to pursue an employee- satisfaction, and

the human resources- advantage on among market- position for having the new- opportunity within the new platform- business to gain the profit embedded that conducted to create an consumer- smart value within the among enterprises'. (Chaouali, Souiden, & Ladhari, 2017; Cicekli, 2016; Kjos et al., 2013; Lee, 2009; Szopiński, 2016)

Furthermore, the business plan choices on the pharmacy industries for making the improvement of the firms- business management within an employee- satisfaction and a large of the social network, great employee value- creation also the supported to employee- skill and aware a spirit and also the well mechanism among pharmacy firm in Indonesia. (Bravo, Matute, & Pina, 2015; Kang & Lam, 2016; Kjos et al., 2013; Mullen, Kelloway, & Teed, 2017; Raybould & Wilkins, 2006; Sambasivan, Abdul, & Yusop, 2009). (R. T. Hamilton, 2011; Poisson-de Haro & Bitektine, 2015; Reid & Brady, 2012; Z. Wang, Sharma, & Cao, 2016)(Aima, Susilo, Purwanto and Wiratih, 2015).

2. Literature review and the Hypothesis

The scientist have to study of the research- HR- management model to attempt an employee satisfaction within the pharmacy industries that it was conducted within the contributions for the body of knowledge on GST for improve employee job- satisfaction for the competitions, but also for the giving the contributions of the management and business implications to make the venture-strategies within among the Pharmacy Firms to improve well- the business plan for the long- run in business activities within the new platform in Pharmacy business and the agile- management practice on the business-competitiveness in Indonesia.(J. Hamilton, 2009) (Ashill, Rod, & Gibbs, 2015; Augusto & Torres, 2018; Catania, 2014; Corsaro, Ramos, Henneberg, & Naudé, 2011; Csikósová, Čulková, & Janošková, 2016; del Alonso-Almeida, Bagur-Femenías, & Llach, 2013; Deschamps & Mattijs, 2017).

Furthermore, in this study for doing the mapping the entire firms in the competitiveness advantage in the Pharmacy Firms in Indonesia that it's would impacts from enhancing the performance in Pharmacy industries and business for the long- run and should anticipated the global pandemic situations within the new business- platform and ethical consequences. (Bouskila-Yam & Kluger, 2011; Estrada, Faems, & de Faria, 2016; Ivens, Pardo, Niersbach, & Leischnig, 2016; Kjos et al., 2013; D. Welsh, Bush, Thiel, & Bonner, 2019).

The Rooting from The Goal Setting Theory and the Management Science of the Body of Knowledge The scientist would like to rooted from the GST for develop business strategies in the Pharmacy industries for many heterogeneously industries for increased the well employee satisfaction and performance thought the and well stepping-training (Bravo et al., 2015; Fink, Yogev, & Even, 2016; Gómez-Miñambres, 2012; Ivanova & Ivanov, 2015). Hence, the distinctive work competence within entire employee and the general managers of the pharmacy firms could help the firms for facing its competitions and the global pandemics' situations in many industries. (Hult, Ketchen Jr, & Reus,

2001; Javad Khazaei, Masood, & Ezat Amirbakzadeh, 2017; Locke, 1996; Mitrega, 2012).

Moreover, the R-A theory have competition among firm in heterogeneous business in the Pharmacy industries firms- venture organizational performance and the sustainable competitive advantage should have as the foundation of the firms to create the best policy and the new-platform in business management, bundles the building employee- engagement and networking, and for achieving the employee satisfaction and performance within the top- managers supported within the organizational-structure. (Alisher Tohirovich, Changjoon, & Junghyun, 2017; Gabrielsson, Seppälä, & Gabrielsson, 2016; J. Hamilton, 2009; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Krausert, 2017; Kumar & Yakhlef, 2016; G. P. Latham, 2016; Nahrgang et al., 2013; 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)

The researcher would be rooting to the GST theory to fulfill the research gap within the Pharmacy industry-firms and it could contribute to evolve for the body of the business science and result the novelty of the research result from empirical research for the employee satisfaction within the pharmacy firms in Indonesia, as follow, the figure 2 below (Chang, Jiang, Klein, & Wang, 2019; Landers, Bauer, & Callan, 2017; G. Latham, Seijts, & Slocum, 2016; G. P. Latham, 2003):



Figure 2. The Goal-setting Theory for evolved the body of business-science as the empirical management- HR- development research

The Framework and Hypothesis

The research framework of achievement on the employee satisfaction within the Pharmacy Industries in Indonesia would be to develop for fulfillment the research gap for finding the knowledge to improvement the employee satisfaction. (Chang et al., 2019; Chiang & Birtch, 2010; Gupta et al.,

2017; Kjos et al., 2013; Mohamed, 2016; Munir, Rahman, Malik, & Ma’amor, 2012; Silva, Gerwe, & Becerra, 2017).

Furthermore, the research- framework to improve an employee satisfaction within the Pharmacy firms in Indonesia, as follow figures 3, below (J. Hamilton, 2009; Kjos et al., 2013):

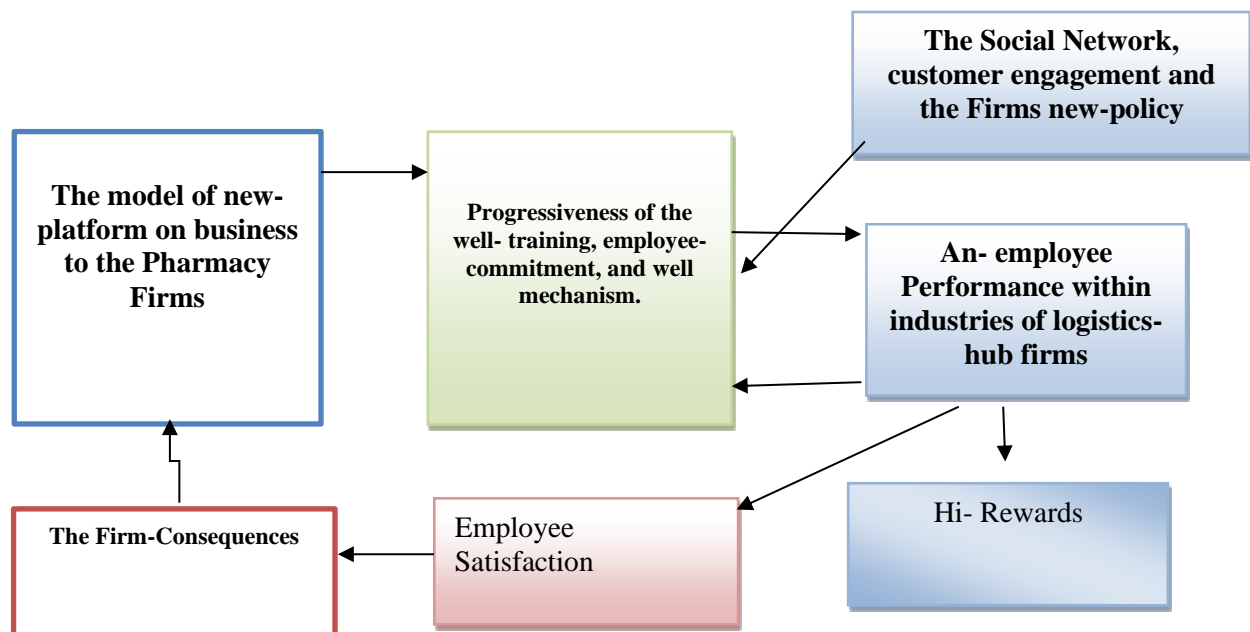


Fig.3. The Research Model of Improve an **Employee Satisfaction on The Pharmacy Industry in Indonesia**

The hypothesis in these inquiries the conceptual research model of an Achievement to the **Employee-satisfaction** of the Firms of Pharmacy Industries in Indonesia, as follow (Ford, 2017; Kjos et al., 2013; D. T. Welsh & Ordóñez, 2014; Xu, Wang, & Wen, 2019):

H₁: The antecedents employee factors positively related to the distinctive- employee satisfaction that its model would drive by the social network, customer engagement and new-firm policy as the moderating on the Pharmacy industries in Indonesia.

3. Research method

The respondent, and how data collection

The population and determining of the sample frame as the target populations for this research conducted within clustered- random sampling technique within among officially- employee to be selected of the Pharmacy firms in Indonesia as a unit analysis. (Borenstein, Hedges, Higgins, &

Rothstein, 2009; Hertwig & Pleskac, 2010; Mathwick, Wagner, & Unni, 2010; Susilo, 2020b; Thomas, 2013; Vos, Schiele, & Hüttinger, 2016).

Moreover, the field research survey would conduct by the self-administered questionnaire (S-AQ) that it would measures within the rating scale (1 to 10 rating independently scale) to the among latent variables to make the response for distinctive- employee satisfaction of among the pharmacy firms (Samson, Gloet, & Singh, 2017; Stundziene, Startiene, Remeikiene, & Dapkus, 2015; Susilo, 2020a) (Sekaran and Bougie, 2016).

Moreover, the test of the validity and reliability of entire latent- variables analyzed and also the research- HR development model should have the goodness of fitting within the fitting- standard of SEM, the confirmatory factor analysis modeling that conducted to the measurement model and the structural equation modeling phase of the ordering, among the latent variables and its dimensions as the second order research-model and 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).

4. Data analysis

The Hypothesis testing

The new concept research-model in this study that pursue the well-employee satisfaction on the pharmacy- firms should be conduct to the structural equation modeling; an entire the latent constructs were un-observed characteristics. (Susilo, 2020b) Furthermore, the two phase approach will encompasses; the measurement model and the structural of the full model that conducted to the confirmatory strategies in this multivariate data analysis, the fitting model and hypothesis confirmed to the research model (Ghozali, 2013; Susilo, 2020b)(Susilo and Yulius, 2017).

Hence, the research result to attempt the well- employee satisfaction will gain 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 <4.00 and the multivariate of normality test (Susilo, 2020b).

Therefore, the goodness of fit research HR- Development model in this investigated will be analyze within the entire an incremental- indexed value (Susilo, 2020a). Moreover, the entire hypothesis confirmed with t value >2.00, on the path- hybrid t-model and the structural equations modeling on HR- development model to achieve the employee satisfaction. (Augusty, 2014; Susilo, 2016, 2020b)

5. Conclusions and research contribution.

Actually, the scholars will be to the fulfillment the research gap within the new research model would effectively to achieve the employee- satisfaction on the pharmacy firms in Indonesia. Furthermore,

the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of management science of the resources advantage in human resource management of the pharmacy venture in Indonesia. Further, the result research will root with the Goal setting Theory as the explanations and confirmed the relationship for the pursue the distinctive-employee-satisfaction that it's would inquiries on the increased of an well mechanism-employee, that have the well supported from among the new policy base on the management of human resources science to the future evolved.

Acknowledgement

Thank you so much to the Expertise and Experience Learning Club, Faculty of Business and 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.

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