THE EXTRINSIC JOB MOTIVATION AND THE FINANCIAL PERFORMANCE IN RETAIL NATIONAL CORPORATION

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ABSTRACT
The national corporations have the misguide from the vision and missions on the heterogeneous-industrial, less an information and data and the extrinsic job motivation within the global pandemic. The study will analysis and be investigating the research gap within the national-firms in Indonesia. The novelty of the research result from the predicting Business research-model have the powerful evolves of emerging market that more contribution on body of the management science of the R-A theory and the theory of the Growth of the Firm, that with based develop within the analysis of industrial retail-firms. Hence, the research method will conduct with the predicting strategy in multivariate data analysis within an among the latent variables that it will analysis by the SmartPLS software.

KEYWORDS: extrinsic job motivation, national-retail firms, financial performance.

INTRODUCTION
The financial performance on national retail firms have some emergence-cash flow indicated as follow; the agency cost, risk management of the firm, the rigor competitions, provide some big data, human resources, market oriented and incremental innovations, market position and the human resources management (Graça, Barry, & Doney, 2016; Hau, Evangelista, & Thuy, 2013; Savitri, 2018; Shelby, 2007; T. Thomas, 2015) (Vivek, Beatty, & Morgan, 2012), (Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Gińska-Neweś, Sudolska, Karwacki, & Górka, 2017; Haifen, Mengya, & Jingqin, 2017; J. Hamilton, 2009; Straker & Wrigley, 2016).

Indeed, the study will have the low-process of the impact to the financial performance and the meaning in an entire national-Retail firms of the fast moving consumer goods as the result research from some researcher synthesis and contribution on management science that it rooted from the organizational theory in management and business, and the research gap that must be fulfill the novelty variables as the new models of the emerging market-based research, such as the job motivation within human resources advantage. (Bürkner & Lange, 2017; Catania, 2014; Darren, 2015; González, Rodríguez Gil, Martorell Cunill, & Merigó Lindahl, 2016; Ho, Nguyen, Adhikari, Miles, & Bonney, 2017; Järvinen & Karjaluoto, 2015; Lassala, Carmona, & Momparler, 2016; Straker & Wrigley, 2016; T.
The objective of this investigate could be synthesis the new research model to fulfilling the research gap between the role of human resources within innovative behavior that supported by the newest technologies on the national Retail firms to the emerging market position within FMCG industry and its impact on the financial performance. Moreover, the focus of an intervening variables such as; motivation and digitalize emerging market within a synthesis of results base on the focused to the financial performance within among FMCG firms. (Catania, 2014; Demirkan & Spohrer, 2014; Geraerdts, 2012; Järvinen & Karjaluoto, 2015; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroguez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Obal & Lancioni, 2013; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

The human resources development in management science within on an entire national Retail corporations have focus strategic plan to attempt the financial performance in the global pandemic era, and inventions competitively within the industrial competition, the human resources advantage and would pursue among national market for having the new opportunity for reach the profit embedded on the business with create and deliver unique value on among consumers and the climate knowledge sharing within among employee and personality and also motivation. (Kianto et al., 2017; Llopis & Foss, 2016; Mahlamäki, Rintamiäki, & Rajah, 2019)

Moreover, the manager would have a strategic choices have an important ways for improvement firm performance. (R. T. Hamilton, 2011; Reid & Brady, 2012) (Poisson-de Haro & Bitektine, 2015; Z. Wang, Sharma, & Cao, 2016) (Aima, Susilo, Purwanto and Wiratih, 2015). Hence, an among national FMCG corporate should improve the customer engagement to create knowledge network for the relations between digital channel and an end-user, on the national FMCG venture in the digitalize era to affect the financial performance and its effect. (Fang, Wang, & Chen, 2017; Ghosh & Wu, 2012; Gupta & Polonsky, 2014; Koudelková & Milichovský, 2015; Wagner & Rudolph, 2010; W. Yu, Ramanathan, & Nath, 2013) (Anselmsson & Bondesson, 2015; Ben Aissa & Goaied, 2016; C. Roach, Ryman, & White, 2014; Takata, 2016)

2. Literature review and the Hypothesis
The study will make an inquiry of the research HR development model in management science and conducted within the contributions for the evolve of managements science and business that it will be rooted the R-A Theory for the competitions and holistic, also for the contributions in develop of the management implications within the FMCG firms and will to make the strategies within among national Retail venture. (Amit & Sagiv, 2013; Hariyanti, Purnamasari, & Magnaz Lestira, 2015; Hirschi, Lee, Porfeli, & Vondracek, 2013; Mahlamäki et al., 2019) (Howard, Gagné, Morin, & Van...

Rooted for The R-A Theory and the Theory of the growth of Firms in Industrial FMCG enterprise The R-A theory have some knowledge about competition among FMCG-venture in heterogeneous industries for long-run business development, and the sustainable competitive advantage should have as the foundation of the enterprise to planning the structures, bundles and provide the top-organization’s resources and it’s have smart-management for winning the competitions for long-run business within hybrid competitive strategy for achieving market position in business and lead to the financial performance.(Catania, 2014; Gabrielsson, Seppälä, & Gabrielsson, 2016; Gómez-Miñambres, 2012; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Martínez-López, Pla-García, Gázquez-Abad, & Rodríguez-Ardura, 2014; Y. Wang, Sun, & Song, 2010; Zhao, Feng, & Wang, 2015)

The researcher would like to evolve for the grand theory to fulfill the management and business research gap and its was provide the contribution for the body of management science and business and gain the novelty result from the results of an empirical research as follow, the figure 1 below (Amit & Sagiv, 2013; Gundolf, Gast, & GÉRaudel, 2017; Hirschi et al., 2013; Horváth & Adıgüzel, 2017; Mahlamäki et al., 2019; S. Yu, Zhang, Nunes, & Levesque-Bristol, 2018):

![Diagram](https://ijrcms.com)

**Figure 1. Rooted** the R-A Theory and the Growth of the industrial Firms to evolve the management science

The Management and Business Research Framework and Hypothesis

The research framework of Superior- Financial Performance within Multinational FMCG-
Corporations should have for development to fulfillment the research gap for finding the knowledge to improvement on business and management science of the job motivation could lead to the superior-financial performance within heterogeneous FMCG industries and contributions for R-A Theory for evolve the management and business science. (Hariyanti et al., 2015; Hirschi et al., 2013; Lopes & Chambel, 2014; Nedra, Sharma, & Dakhli, 2015; W.-T. Wang & Hou, 2015) (Shelby D. Hunt, 2013, 2015; Shelby D. Hunt & Arnett, 2006).

Moreover, the theory of the growth of firms in industrial FMCG-enterprise are conducted to used for long-run FMCG-business and sustainable within motivations and the network formation and analysis of heterogeneously FMCG-industries and economic functions, drive the human resource and other resource to gain the hi-profitability also deliver fact moving consumer product with tight-administrative coordination and communication within among the industrial FMCG firms in Indonesia in the global pandemic era. (Chow, Lai, & Loi, 2015; Locke, 1996; Lockett et al., 2012; Niels, Per Nikolaj, & Carsten Stig, 2011; Ryan & Berbegal-Mirabent, 2016)

Furthermore, the market positions in FMCG venture, competitive advantage and performance should be based for making the action plan for run the business and management within the FMCG firms in Indonesia. (Castaño, Méndez, & Galindo, 2016; Demirkan & Spohrer, 2014; Kapferer, 2012; Rusu & Avasilcai, 2014; Torun & Çicekci, 2007) (Björklund, Jensen, & Lohela-Karlsson, 2013; Hwang, Lin, & Shin, 2018)
Fig.2. The Research Model within National- Retail Firms to Enhance the Superior Financial Performance

(Source: Develop from an Author- concept)

The hypothesis in these investigation from the conceptual management and business research model in FMCG Firms in Indonesia, such as on figure 2 above, as follow (Evanschitzky et al., 2014; Graves, Sarkis, & Zhu, 2013; Lai & Chang, 2010; Pak, Kooij, De Lange, & Van Veldhoven, 2019; Shane, Locke, & Collins, 2003):

H₁. The Human Resources- comparative on the retail firms is positively related to The Extrinsic job motivation within the retail firms

H₂. The Extrinsic job motivation within the retail firms is positively related to the market positions and the superior financial performance.

3. Research method
The research will conduct with quantitative method and drive with the descriptive correlation management and business research design to pursue the superior financial performances on the FMCG firms in Indonesia. (Reguera-Alvarado, Blanco-Oliver, & Martín-Ruiz, 2016; Schlittgen, Ringle, Sarstedt, & Becker, 2016)

a. The Sample and data collection
The respondent in the global pandemic era, such as which participated that daily used the consumers good which have the newest technology- product within the convenience sampling of entire FMCG firms that it selected in Indonesia (Mathwick, Wagner, & Unni, 2010; Sangeeta, Koustab, & Archana, 2013; E. Thomas, 2013). The accidental data would be collect from in the FMCG firms in central Jakarta, which it selling the national- product and in this inquiry was conducted within an area sampling (Sekaran U and Bougie R (2016)(Arnold & Reynolds, 2012).

b. The Measurement of variables
The study was conduct in survey utility with the self administered questionnaire of the graphic- rating scale for among latent variables and to make the response that they were use the technologies consumer’s goods (Sekaran U and Bougie R (2016). Moreover, the tools- instrument have the independently cross-sectional collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree). Hence, the validity and reliability construct test that conducted with measurement model in structural equation modeling among variables (Hair, Black, Babin and Anderson, 2010)(Blanco-Oliver, Irinia-Dieguez, & Reguera-Alvarado, 2016).
4. The Data analysis, The Model of Fitting and Hypothesis testing

a. The Data analysis
The prediction-oriented business modeling and the data analysis will drive with the structural equation modeling, because entire the variables were latent characteristics. Moreover, the two step approach have pertains; measurement model and the structural hybrid full model and used the predicting strategies SmartPLS will conduct in this multivariate data analysis, with a testing the validity and the reliability construct, also synthesis the fitting model and hypothesis proved (Susilo and Yulius, 2017)(Blanco-Oliver et al., 2016; Cepeda Carrión, Henseler, Ringle, & Roldán, 2016; Schlittgen et al., 2016; Schubring, Lorscheid, Meyer, & Ringle, 2016).

Moreover, the management and business research result would have for the data analysis pertained (Gudergan, Ringle, Wende, & Will, 2008; Milad Kalantari, Sajad, Christopher Nigel, & Wan Khairuzzaman Wan, 2014; Mourad & Valette-Florence, 2016):

- A sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value <2.50.
- An univariate and multivariate of normality test:

b. The Model of Fitting and Hypothesis testing
The goodness of fit research model could be analyzed within the indexed value and the entire hypothesis confirmed was conducted with t value >2. (Ratzmann, Gudergan, & Bouncken, 2016; Sarstedt, Hair, Ringle, Thiele, & Gudergan, 2016; Schlittgen et al., 2016)

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Fig. 3. The Business and Management- Research Model of predicting strategy conduct with SmartPLS
5. Conclusions and research contribution.

a. Conclusions:
Recently, the management and business research result will successfully to predict entire hypotheses, and it have the best value that it can find to attempt to the financial performance national FMCG-corporations in Indonesia. The researcher was hope the fulfillment of the business and management research gap within the new management science research model would be effectively to provide the financial performance within superior categories on the FMCG venture.

b. Research contribution:
The business and management research contributions were within 2 (two) area that it encompassed; first, for theoretical implications to evolve management and business science and knowledge of the recourses advantage, market position and the financial performance of the national FMCG-venture. Moreover, the conducted with R-A theory as the explanations and predicted also the theory of the growth of the firm to the confirmatory for the pursue of the financial performance that its will investigate on the market-based research in business and management.

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