

## Building Competitive Advantage And Marketing Performance: The Effect Of Relationship Strategy And Value Creation

Hari Muharam<sup>1</sup>, Erik Irawan Suganda<sup>2</sup>,  
Nandan Limakrisna<sup>3\*</sup>

<sup>1,2</sup>Pakuan University, Bogor. Indonesia

<sup>3</sup>Universitas Persada Indonesia YAI Jakarta. Indonesia.

\*Email: [correspondent.author@gmail.com](mailto:correspondent.author@gmail.com)

### *Abstract*

The reason of this consider is to discover ways to make strides competitive advantage and execution promoting in development benefit companies course B (medium) in West Java Area through relationship procedure, esteem creation, and competitive advantage. The inquire about strategy utilized may be a clear and illustrative overview. Information sources are individuals of GAPENSI (National Development Administrations Affiliation) development benefit company course B (medium) BPD West Java Territory, with a test of 235 respondents. Based on the inquire about comes about, promoting execution will increment in case the company's competitive advantage is expanded. Endeavors to extend competitive advantage are companies must do esteem creation well and construct a great association technique. A well-formulated organization procedure can make strides a company's competitive advantage. Moreover, esteem creation made by companies that can construct inventiveness with a collaborative soul, co-creation in development, information, decision-making, inventive forms, quality interaction with innovation, and learning prepare, will increment competitive advantage. Expanding competitive advantage can progress promoting execution. A organization technique fortified by esteem creation will result in shared esteem comprising of collaboration and co-creation as an component that can increment competitive advantage since the competitive advantage is shaped when the client esteem given by the company is way better than competitors or predominant client esteem. Hence, association technique and esteem creation can increment competitive advantage. Combining association procedure and esteem creation either straightforwardly or by implication through competitive advantage can progress showcasing execution.

Keywords: Relationship Strategy, Value Creation, Kcompetitive advantage, Marketing Performance.

## I. INTRODUCTION

The advancement of the development world universally has expanded essentially together with the progression of development innovation within the time of the mechanical insurgency 4.0. The Joined together States development industry can make roughly \$1 trillion in structures and framework every year. That investing includes almost \$3.4 billion to the Net Residential Item (GDP) and puts a part of cash into the nation's economy. (Alaloul, Liew, Zawawi, & Kennedy, 2020). Writing survey states that expansive development companies develop to be awesome through difficult work, great benefit in plan and development, key execution administration, asset administration, and profoundly talented representatives with noteworthy development achievements.(Perera, Nanayakkara, Rodrigo, Senaratne, & Weinand, 2020), (Maskuriy, Congrats, Maresova, Krejcar, & David, 2019), (Bello et al., 2021). In this way, it is trusted that the development industry will develop from the retreat and overcome future challenges by centering on changing their environment and behavior(Benachio, Freitas, & Tavares, 2020), (You & Feng, 2020).

The part of development companies significantly contributes to the economy where living guidelines are built by each level of society, particularly in terms of the potential for expanding business, fabric needs, wage dispersion, and the affect on other crucial divisions. Later considers related to development companies' part in creating a nation clarified that expanding development capacity and capability is fundamental, counting rising fetched efficiency, time, and quality of development work. (Gunduz & Yahya, 2018). Subsequently, issues that happen or are likely to obstruct the execution of development benefit companies have to be be considered, particularly around innovation transfer(Babalola, Ibem, & Ezema, 2019). The ponder states that the benchmark for a company's victory can be seen from the company's execution. Hypothetically, the higher the company's execution, the higher the victory that the company can accomplish (Arianto et al., 2022; Limakrisna, 2018; Tjahjadi & Limakrisna, 2022).

In 2020, there were at slightest 18 of the biggest development companies within the world that we were able to compete and advance, which is obvious prove of the noteworthy part of the development segment for the more extensive community. Seven of them have utilized more than 100,000 individuals. Vinci and Boygue Company is based in France. Vinci utilizes more than 185,000 individuals around the world

and had incomes final year of over USD 44 billion. In the interim, Boygue has utilized more than 118,000 individuals and earned about USD 37 billion. The company Actividades de Construccion y Servicios (ACS) has more than 200,000 workers and incomes of \$40 billion USD. Their major ventures incorporate the Normal Assets Office and Quellon Healing center. The Bechtel company has more than 50,000 workers and incomes of about \$32.8 billion. They routinely work on expansive ventures within the Joined together States and overseas. China Communications Development Company (CCCC) and PowerChina. CCCC utilizes roughly 100,000 individuals and has anticipated yearly incomes of US\$54.4 billion. At the same time, Powerchina utilizes more than 135,000 individuals and has yearly incomes of \$45.5 billion US dollars. Larsen and Tourbo (L&T Development) is India's biggest development company working with more than 104,000 individuals with yearly incomes of \$17 billion. Powerchina utilizes more than 135,000 individuals and has yearly incomes of \$45.5 billion US dollars. Larsen and Tourbo (L&T Development) is India's biggest development company working with more than 104,000 individuals with yearly incomes of \$17 billion. Powerchina utilizes more than 135,000 individuals and has yearly incomes of \$45.5 billion US dollars. Larsen and Tourbo (L&T Development) is India's biggest development company working with more than 104,000 individuals with yearly incomes of \$17 billion (Chin Yee, Ismail, & Terh Jing, 2020).

Numerous challenges within the digitalization time of development must be confronted due to the mechanical insurgency 4.0. The challenge is without a doubt diverse from some time recently World War II, where the development of construction projects depends on specialists. These days, innovation is also an basic portion of the company's advance. Within the conclusion, a thought emerged to create unused procedures for corporate supportability (Maryatmi & Limakrisna, 2020).

Achieving victory is a critical issue for companies to outlive in a competitive commerce environment. The construction industry is additionally an zone where there's a competitive drive due to numerous development temporary workers. Numerous variables such as quality workers, quality workmanship, and monetary administration can lead to a effective company within the development sector (Jing, Ismail, Yee, Shafiei, & Wai, 2019). In this setting, a few discoveries demonstrate that trade administration, trade environment, budgetary condition, and owner/manager characteristics are the foremost basic variables for the company's victory. (Yee, Ismail, Jing, Riazi, & Nawi, 2020).

Agreeing to (Newman et al., 2020), together with the advancement of IR 4.0, the transformation has limited the worldwide framework hole and boosted financial development. In any case, the mechanical division isn't beyond any doubt to grasp modern innovative openings on the money related execution of temporary worker companies. While presenting modern advances and materials is exceptionally imperative to make strides strategies for evaluating competitiveness and making administration choices to guarantee, keep up and create competitiveness in vital and strategic periods. (Ibrahim, Esa, & Rahman, 2021). The comes about of this study indicate that innovative development consumption and wage created from technological innovation are adversely related to the budgetary execution of temporary workers. This implies that mechanical development may not drive higher income, but improvements in commerce execution are still being watched. Rather than indiscriminately increasing revenue, these comes about appear that innovative advancement can make strides venture administration and methods, enhance the quality and increment temporary worker efficiency driving to way better budgetary execution (Trihandayani et al., 2022).

Some time recently the financial emergency, Indonesia was one of the nations that experienced tall development within the development administrations segment, so it was called the driving drive of the essential financial division. In its advancement, particularly after the Covid-19 widespread, this division experienced numerous challenges competing with remote temporary workers. Remote companies gain low-interest rates from their nations, whereas nearby temporary workers involvement a credit crunch predicament, making it troublesome to compete with these outside companies. Experimental thinks about demonstrate a few shortcomings of neighborhood development companies, counting; budgetary issues, organizational administration, need of involvement going overseas, materials, and workforce. The adequacy of the company is exceptionally subordinate on the proficient utilize of labor. Expansive development companies require a arranging framework that can guarantee that company approaches bolster the company's objectives. It is exceptionally critical to get ready human assets who can ace innovation, indeed in spite of the fact that the proficiency level of computerized technology is still moo. This is often an genuine issue that happens in local development companies in Indonesia. On the one hand they need to confront the challenge of a high level of competitiveness, on the other hand they confront inside issues due to the moo execution of the company. This is often an genuine issue that happens in nearby development companies in Indonesia. On the one hand they need to confront the challenge of a

tall level of competitiveness, on the other hand they confront internal problems due to the poor execution of the company. Usually a genuine issue that happens in nearby development companies in Indonesia. On the one hand they got to confront the challenge of a tall level of competitiveness, on the other hand they confront internal problems due to the poor execution of the company (Wijoyo et al., 2021).

From the accessible writing, it is caught on that past inquire about has centered on key administration that gives corporate maintainability. For example, investigate conducted by (Gamil, A. Abdullah, Abd Rahman, & Asad, 2020). Research suggests that cutting edge advertise economies force in a general sense diverse prerequisites for development quality. Right now, the steady position of development companies within the temporary worker showcase is decided by the level of competitiveness. In turn, competitiveness in development is associated with three pointers - duration, cost and quality of development. And the quality is steadily coming to the primary put. The concept of government approach within the field of item and benefit quality emphasizes that the most errand of the household economy is to increment competitiveness due to quality development. The oddity of this inquire about is shown from the model of the impact of relationship procedure and esteem creation on competitive advantage and examines in profundity the affect on showcasing execution in development service companies. (Kamal et al., 2021), verification from Malaysian development company (Azmi, Sukadarin, & Aziz, 2020). Companies can make progress by making unused client value (Buhamdan, Alwisy, Bouferguene, & Al-Hussein, 2020). In expansion, to create a more particular understanding of worldwide commerce in developing markets, it is vital to consider how choice creators characterize esteem and how they can capture that value. (Alshehri, 2020). Companies need to reconsider the way they make esteem and develop their commerce to flourish within the unstable and questionable commerce environment of the future (Liu, Pypłacz, Ermakova, & Konev, 2020). Companies in about every industry are influenced by aggravating unused social patterns, such as climate change, energy transitions, and social imbalance. At the same time, companies are progressively being assessed for their supportability execution. However, few companies are starting to discover unused vital headings, spearheading procedures that focus on making long-term esteem, not as it were for shareholders but also for all partners. In this case supportability as a driver of esteem creation (Apep Mustofa et al., 2022; Handayani et al., 2022; Ismail et al., 2022; Suganda et al., 2022; Syafrudin Yusuf et al., 2022; Yusuf et al., 2022).

## II. METHODOLOGY

The strategy utilized is graphic and illustrative study. The sorts of information in this ponder are essential information and auxiliary information. Essential information was gotten through filling out surveys by respondents. Whereas auxiliary information is gotten from supporting information through writing ponders, diaries, mass media articles, and books related to the inquire about topic. Primary information sources are individuals of GAPENSI (National Development Administrations Affiliation) development benefit company lesson B (medium) BPD West Java Territory. After the number of tests can be decided utilizing the Issac and Michael equation, the following step is to form test criteria, where the number of tests is gotten from the calculation of 235 respondents, from these 235 respondents there are a few criteria that must be met, to be specific:

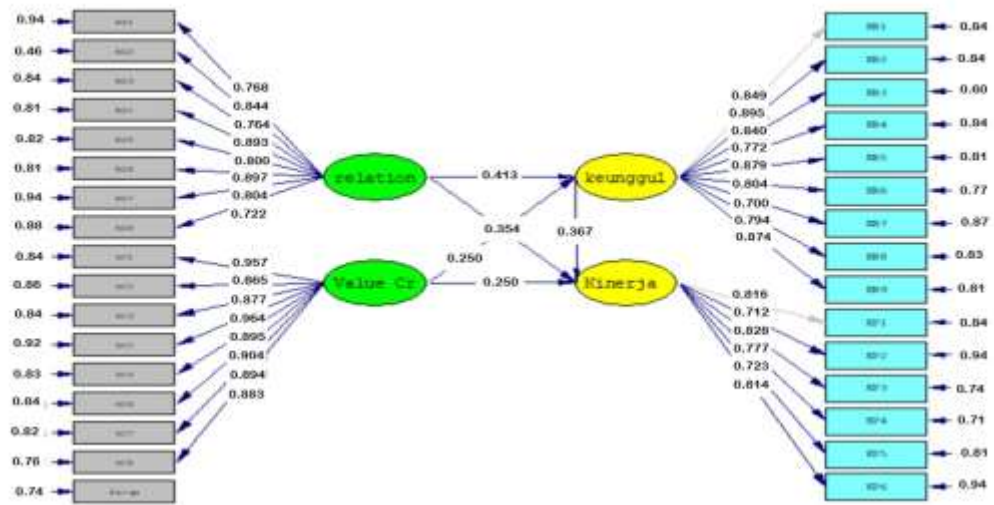
- a. part of GAPENSI (National Development Administrations Affiliation) development benefit company lesson B (medium) BPD West Java Area
- b. Respondents from the test have positions as acquiring directors or identical positions.
- c. Respondents from the sample are still effectively working within the National Development Administrations company.

Information examination in this consider is using the SEM (Auxiliary Condition Show) approach where SEM could be a measurable method to test and gauge causal connections by employing a combination of factual information and subjective causal suspicions. SEM is really a cross breed method which incorporates corroborative perspectives of figure investigation, way examination and relapse which can be considered as uncommon cases in SEM.

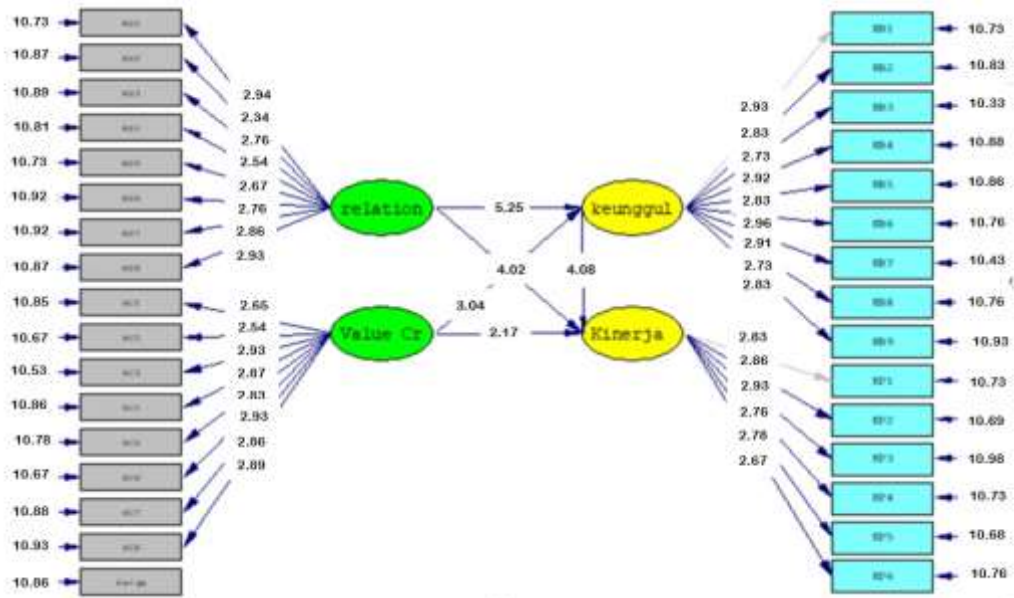
## III. RESULTS AND DISCUSSION

Examination of the comes about of information preparing at the total arrange of the SEM demonstrate was carried out by conducting congruity tests and factual tests. Examination of the auxiliary show utilizing the WLS strategy. The comes about of the estimation of the auxiliary demonstrate with all the estimation strategies are clarified

underneath.



**Figure 1**  
Trajectory Diagram of the Structural Model Research WLS Method Based on Indicators (Standardized Solution)



**Figure 2**  
T Value Structural Model

The condition gotten from the showcasing execution demonstrate through the standard appraise esteem is as takes after:  $KSJ = 0.125*RS + 0.134*VC + 0.433*KB$ , Errorvar.= 0.194 ,  $R^2 = 0.806$  The number R square implies that varieties in promoting execution can be clarified by Relationship technique , Esteem creation, and competitive advantage of 80.60%, and the remaining 19.40% is affected by other components not inspected within the show. The commitment of the three factors over

which is as it were 80.60n be said to be moderately huge, so that showcasing execution is impacted by other components.

Variable which is more overwhelming in clarifying showcasing execution ( $KSJ = 0.125*RS + 0.134*VC + 0.433*KB$ ), to be specific the competitive advantage variable with a standard coefficient of 0.433, taken after by a variable with esteem creation with a standard coefficient of 0.134, at that point the final relationship technique with a standard coefficient of 0.125.

Showcasing execution is built together with the advancement of relationship procedure, value creation, and competitive advantage. Promoting supervisors who are able to realize tall showcasing execution are those who truly have a relationship technique, tall esteem creation, and have a tall competitive advantage.

**Table 1 Marketing Performance Factor Weight Coefficient**

Dimension	standardized loading factor	Order
KP1	0.40	III
KP2	0.53	I
KP3	0.50	II

Based on the figure weight coefficient, it is known that promoting development (KP2) is the measurement that has the most elevated coefficient of 0.53, taken after by the relative advantage measurement of 0.50 and the final measurement of showcasing viability is 0.40. From these comes about, it can be seen that deals development is the foremost overwhelming measurement speaking to the promoting execution variable, taken after by the measurements of benefit development and showcasing viability.

**Table 2 Min, Max, Mean, SD Marketing Performance**

	N	Minimum	Maximum	mean	Std. Deviation
Effect_marketing	235	3.00	5.00	4.5106	.50941
Sales growth	235	4.00	5.00	4.5191	.50070
Financial Pertum	235	4.00	5.00	4.5702	.49610
TOTAL_KP	235	10.00	15.00	13.4468	1.34305
Valid N (listwise)	235				

Source: primary data processed

When seen from the normal clear examination, it is known that the moo normal is the showcasing adequacy measurement (KP1) which is as it were 4.5106, taken after by the deals development measurement (KP 2)



of 4.5101, and the most elevated is the benefit development measurement (KP3) of 4,5702. From these comes about, it can be seen that the measure of the normal of the comes about of the depiction investigation isn't straightforwardly related to the estimate of the commitment of measurements in clarifying the showcasing execution variable.

The comes about of this think about are in agreement with the comes about of inquire about by Nisazizah, & Sudaryanto, (2018) which concludes that there's a critical impact between relationship methodology, esteem creation and competitive advantage on promoting execution. In the event that it is recognized between the impact of relationship methodology on promoting execution specifically compared to the impact of relationship technique on promoting execution through the variable of competitive advantage, it can be calculated as takes after.

The impact of relationship procedure on coordinate promoting execution is 0.354. In the mean time, the impact of relationship procedure on showcasing execution through competitive advantage variable is  $0.413 \times 0.367 = 0.151$ . Hence, the relationship methodology variable has an roundabout impact through the competitive advantage interceding variable (0.151) which is littler than the coordinate impact (0.354). In case it is recognized between the impact of esteem creation on promoting execution straightforwardly (0.250) compared to the impact of esteem creation on showcasing execution through the variable of competitive advantage (0.091), it can be calculated as takes after.

The coordinate impact of esteem creation on showcasing execution is 0.225. In the interim, the impact of esteem creation on showcasing execution through the competitive advantage variable is  $0.25 \times 0.367 = 0.091$ . Hence, the esteem creation variable has an backhanded impact through the interceding variable of competitive advantage (0.091) which is littler than the coordinate impact (0.225). In general, this consider succeeded in demonstrating all the proposed theories.

The comes about of the examination over fortify the comes about of the investigate proposed by (França Versiani et al., 2018; Martin, Javalgi, & Cavusgil, 2017b; Parayitam & Papenhausen, 2018); Client Relationship Administration (CRM) Theory(Amer & Abdulwahhab, 2020; Guerola-Navarro, Oltra-Badenes, et al., 2021; Pohludka & tverková, 2019; Thakur & Laborer, 2016), that the increment in promoting execution is affected by competitive advantage built through organization techniques and esteem creation. Moreover, the comes about of this think about reinforce research(Chandrasekhar, Gupta, & Nanda, 2019; Galpin, 2019; Kaleka & Morgan, 2017; Martin et al., 2017b; Zhou & Cui, 2019), which clarifies the relationship between the factors of association technique

and esteem creation on competitive advantage, and has suggestions for showcasing execution.

Usually too clarified by (Molinillo, Japutra, Nguyen, & Chen, 2017; Radomska et al., 2021), that a well-formulated organization methodology can increment the competitive advantage of a company, since the organization that's built will minimize the capability crevice of the company with the assistance of company accomplices who have certain capabilities needed by the company, as well as the company will give a asset that's possessed to assist its trade accomplices, so that great collaboration and co-creation are shaped, at last the company's competitive advantage is expanding As well (Frías Jamilena, Polo Peña, & Rodríguez Molina, 2017; Teece, 2010) states that esteem creation is made by companies that are able to construct imagination with a collaborative soul, co-creation in development, information, and choice making, inventive forms, quality of interaction with innovation; and learning prepare, it'll increment competitive advantage. Expanding competitive advantage can make strides promoting execution.

A partnership procedure that's reinforced by esteem creation will result in share esteem comprising of collaboration and co-creation as an component that can increment competitive advantage, since competitive advantage is shaped when the client esteem given by the company is superior than competitors or prevalent client esteem. In this manner, association and esteem creation methodologies can increment competitive advantage (Cabiddu, Lui, & Piccoli, 2013; O'Cass & Ngo, 2012), so that the combination of association methodology and value creation either specifically or by implication through competitive advantage can move forward marketing performance (Kaleka & Morgan, 2017; Limakrisna & Yoserizal, 2016).

#### **IV. CONCLUSION**

Promoting execution will increment in case the competitive advantage of the company is expanded. Endeavors to extend competitive advantage are companies must do esteem creation well and construct a great association methodology. A well-formulated association methodology can increment a company's competitive advantage, because the association that's built will minimize the capability crevice of the company with the assistance of company accomplices who have certain capabilities required by the company, as well as the company will give assets to assist accomplices commerce, so that great collaboration and co-creation are shaped, inevitably the company's competitive advantage increments.

Moreover esteem creation made by companies that are able to construct imagination with a collaborative soul, co-creation in innovation, knowledge, and choice making, imaginative forms, quality of interaction with innovation; and learning handle, it'll increment competitive advantage. Expanding competitive advantage can progress showcasing execution. A organization methodology that's reinforced by esteem creation will result in share esteem comprising of collaboration and co-creation as an component that can increment competitive advantage, since competitive advantage is shaped when the client esteem given by the company is way better than competitors or predominant client esteem.

## REFERENCE

- Alaloul, WS, Liew, MS, Zawawi, NAWA, & Kennedy, IB (2020). Industrial Revolution 4.0 in the construction industry: Challenges and opportunities for stakeholders. *Ain Shams Engineering Journal*. <https://doi.org/10.1016/j.asej.2019.08.010>
- Alshehri, A. (2020). Value Management Practices in Construction Industry: An Analytical Review. *The Open Civil Engineering Journal*. <https://doi.org/10.2174/1874149502014010010>
- Apep Mustofa, M., Limakrisna, N., & Muharam, H. (2022). Effect of Logistic Support on Marketing Performance for Competitive Advantage. *Journal Research of Social, Science, Economics, and Management*, 1(11). <https://doi.org/10.36418/jrssem.v1i11.210>
- Arianto, N., Limakrisna, N., & Limakrisna, N. (2022). Determinant Parents Of Student's Decision In Choosing Junior High School (SMP) Education Services In Banten Province And Its Implications On Student Parent Satisfaction. *International Journal of Educational Research & Social Sciences*, 3(5). <https://doi.org/10.51601/ijersc.v3i5.492>
- Amer, RS, & Abdulwahhab, FL (2020). Achieving the competitive advantage by using customer relationships management (Crm). *Polish Journal of Management Studies*. <https://doi.org/10.17512/pjms.2020.21.1.05>
- Azmi, NS, Sukadarin, EH, & Aziz, HA (2020). The performance of safety implementation towards accident occurrence in Malaysia construction industry. *Malaysian Journal of Public Health Medicine*. <https://doi.org/10.37268/MJPHM/VOL.20/NO.SPECIAL1/ART.663>

- Babalola, O., Ibem, EO, & Ezema, IC (2019). Implementation of lean practices in the construction industry: A systematic review. *Building and Environment*. <https://doi.org/10.1016/j.buildenv.2018.10.051>
- Bello, SA, Oyedele, LO, Akinade, OO, Bilal, M., Davila Delgado, JM, Akanbi, LA, ... Owolabi, HA (2021). Cloud computing in construction industry: Use cases, benefits and challenges. *Automation in Construction*. <https://doi.org/10.1016/j.autcon.2020.103441>
- Benachio, GLF, Freitas, M. do CD, & Tavares, SF (2020). Circular economy in the construction industry: A systematic literature review. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2020.121046>
- Buhamdan, S., Alwisy, A., Bouferguene, A., & Al-Hussein, M. (2020). A framework for value visualization in the construction industry to support value-oriented design. *Canadian Journal of Civil Engineering*. <https://doi.org/10.1139/cjce-2019-0228>
- Cabiddu, F., Lui, TW, & Piccoli, G. (2013). Managing Value Co-Creation In The Tourism Industry. *Annals of Tourism Research*, 42, 86–107. <https://doi.org/10.1016/j.annals.2013.01.001>
- Chandrasekhar, N., Gupta, S., & Nanda, N. (2019). Food Delivery Services and Customer Preference: A Comparative Analysis. *Journal of Foodservice Business Research*. <https://doi.org/10.1080/15378020.2019.1626208>
- Chin Yee, H., Ismail, R., & Terh Jing, K. (2020). Progress in Energy and Environment The Barriers of Implementing Green Building in Penang Construction Industry. *Progress in Energy and Environment*.
- França Versiani, Â., Loureiro Rezende, SF, Novaes Magalhães, AT, & Lófti Vaz, S. (2018). The relationship between strategy making and organizational learning. *Review of Business Management*. <https://doi.org/10.7819/rbgn.v20i2.3888>
- Frías JAMILENA, DM, Polo Peña, AI, & Rodríguez MOLINA, M. . (2017). The Effect of Value-Creation on Consumer-Based Destination Brand Equity. *Journal of Travel Research*. <https://doi.org/10.1177/00472875166663650>
- Galpin, T. (2019). Strategy beyond the business unit level: corporate parenting in focus. *Journal of Business Strategy*.

<https://doi.org/10.1108/JBS-01-2018-0011>

- Gamil, Y., A. Abdullah, M., Abd Rahman, I., & Asad, MM (2020). Internet of things in construction industry revolution 4.0: Recent trends and challenges in the Malaysian context. *Journal of Engineering, Design and Technology*. <https://doi.org/10.1108/JEDT-06-2019-0164>
- Guerola-Navarro, V., Oltra-Badenes, R., Gil-Gomez, H., & Gil-Gomez, JA (2021). Research model for measuring the impact of customer relationship management (CRM) on performance indicators. *Economic Research-Ekonomska Istrazivanja*. <https://doi.org/10.1080/1331677X.2020.1836992>
- Gunduz, M., & Yahya, AMA (2018). Analysis of project success factors in construction industry. *Technological and Economic Development of Economy*. <https://doi.org/10.3846/20294913.2015.1074129>
- Handayani, E. T., Limakrisna, N., & Muharam, H. (2022). Determinants Revisit Intention Through Perceived Value for Tourist Visits to Tourism Destinations at Kepulauan Seribu of DKI Jakarta. *Journal of Entrepreneurship*. <https://doi.org/10.56943/joe.v1i4.174>
- Ibrahim, FS, Esa, M., & Rahman, RA (2021). The adoption of iot in the Malaysian construction industry: Towards construction 4.0. *International Journal of Sustainable Construction Engineering and Technology*. <https://doi.org/10.30880/ijscet.2021.12.01.006>
- Ismail, M. I., Sova, M., & Limakrisna, N. (2022). EFFECT OF HALAL LABELS, BRANDS, AND PRICES ON OVER THE COUNTER DRUGS PURCHASE DECISION IN WEST JAVA PROVINCE DURING COVID-19. *Dinasti International Journal of Management Science*, 3(3). <https://doi.org/10.31933/dijms.v3i3.1038>
- Jing, KT, Ismail, R. Bin, Yee, HC, Shafiei, MWM, & Wai, TK (2019). The practices of green supply chain management towards corporate performances in the construction industry. *International Journal of Supply Chain Management*.
- Kaleka, A., & Morgan, NA (2017). Which competitive advantage(s)? Competitive advantage-market performance relationships in international markets. *Journal of International Marketing*. <https://doi.org/10.1509/jim.16.0058>
- Kamal, A., Azfar, RW, Salah, B., Saleem, W., Abas, M., Khan, R., & Pruncu,

- CI (2021). Quantitative analysis of sustainable use of construction materials for supply chain integration and construction industry performance through structural equation modeling (SEM). Sustainability (Switzerland). <https://doi.org/10.3390/su13020522>
- Limakrisna, N., & Yoserizal, S. (2016). Determinants of marketing performance: empirical study at National Commercial Bank in Jakarta Indonesia. SpringerPlus, 5(1). <https://doi.org/10.1186/s40064-016-3362-3>
- Limakrisna, N. (2018). Building Customer Loyalty in Banking Industry. Modern Management Forum. <https://doi.org/10.18686/mmf.v2i1.1057>
- Liu, ZJ, Pyptacz, P., Ermakova, M., & Konev, P. (2020). Sustainable construction as a competitive advantage. Sustainability (Switzerland). <https://doi.org/10.3390/SU12155946>
- Martin, SL, Javalgi, RG, & Cavusgil, E. (2017a). Marketing capabilities, positional advantage, and performance of born global firms: Contingent effect of ambidextrous innovation. International Business Review. <https://doi.org/10.1016/j.ibusrev.2016.11.006>
- Martin, SL, Javalgi, RG, & Cavusgil, E. (2017b). Marketing capabilities, positional advantage, and performance of born global firms: Contingent effect of ambidextrous innovation. International Business Review, 26(3), 527–543. <https://doi.org/10.1016/j.ibusrev.2016.11.006>
- Maskuriy, R., Selamat, A., Maresova, P., Krejcar, O., & David, OO (2019). Industry 4.0 for the construction industry: Review of management perspective. Economies. <https://doi.org/10.3390/economies7030068>
- Maryatmi, A. S., & Limakrisna, N. (2020). Job satisfaction as a mediator of career development and job security for well-being. International Journal of Innovation, Creativity and Change.
- Molinillo, S., Japutra, A., Nguyen, B., & Chen, CHS (2017). Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. Marketing Intelligence and Planning. <https://doi.org/10.1108/MIP-04-2016-0064>

- Newman, C., Edwards, D., Martek, I., Lai, J., Thwala, WD, & Rillie, I. (2020). Industry 4.0 deployment in the construction industry: a bibliometric literature review and UK-based case study. *Smart and Sustainable Built Environment*. <https://doi.org/10.1108/SASBE-02-2020-0016>
- O'Cass, A., & Ngo, LV (2012). Creating superior customer value for B2B firms through supplier firm capabilities. *Industrial Marketing Management*. <https://doi.org/10.1016/j.indmarman.2011.11.018>
- Parayitam, S., & Papenhausen, C. (2018). Strategic decision-making: The effects of cooperative conflict management, agreement-seeking behavior and competence-based trust on decision outcomes. *Management Research Review*. <https://doi.org/10.1108/MRR-12-2016-0285>
- Perera, S., Nanayakkara, S., Rodrigo, MNN, Senaratne, S., & Weinand, R. (2020). Blockchain technology: Is it hype or real in the construction industry? *Journal of Industrial Information Integration*. <https://doi.org/10.1016/j.jii.2020.100125>
- Pohludka, M., & tverková, H. (2019). The Best Practice of CRM Implementation for Small- and Medium-Sized Enterprises. *Administrative Sciences*. <https://doi.org/10.3390/admsci9010022>
- Radomska, J., Wołczek, P., & Szpulak, A. (2021). Injecting courage into strategy: the perspective of competitive advantage. *European Business Review*. <https://doi.org/10.1108/EBR-12-2019-0306>
- Suganda, E. I., Muharam, H., & Limakrisna, N. (2022). RELATIONSHIP STRATEGY AND VALUE CREATION: A Theoretical Framework to Improve Competitive Advantage and Marketing Performance. In *Journal of Positive School Psychology* (Vol. 2022, Issue 5).
- Syafrudin Yusuf, M., Limakrisna, N., & Muharam, H. (2022). Improving Marketing Performance Through Customer Engagement Building. *Journal of World Science*, 1(12). <https://doi.org/10.58344/jws.v1i12.152>
- Teece, DJ (2010). Business models, business strategy and innovation. *Long Range Planning*, 43(2–3), 172–194. <https://doi.org/10.1016/j.lrp.2009.07.003>

- Thakur, R., & Workman, L. (2016). Customer portfolio management (CPM) for improved customer relationship management (CRM): Are your customers platinum, gold, silver, or bronze? *Journal of Business Research*, 69(10), 4095–4102. <https://doi.org/10.1016/j.jbusres.2016.03.042>
- Tjahjadi, D., & Limakrisna, N. (2022). MODEL OF CUSTOMER SATISFACTION FOR IMPROVING CUSTOMER LOYALTY. *Dinasti International Journal of Management Science*, 3(4).
- Trihandayani, E., Limakrisna, N., & Muharram, H. (2022). The Effect of Promotion Servicescape, Destination Image Visiting The Thousand Island of DKI Jakarta. *Journal of World Science*, 1(10). <https://doi.org/10.58344/jws.v1i10.107>
- Wijoyo, H., Limakrisna, N., & Dharmapala Riau, S. (2021). The effect of renewal privacy policy whatsapp to customer behavior. In *Insight Management Journal* (Vol. 1, Issue 2).
- Yee, HC, Ismail, R., Jing, KT, Riazi, SRM, & Nawi, MNM (2020). Awareness level and factors affecting the intention of the penang construction industry toward green building development. *International Journal of Advanced Science and Technology*.
- You, Z., & Feng, L. (2020). Integration of Industry 4.0 Related Technologies in Construction Industry: A Framework of Cyber-Physical System. *IEEE Access*. <https://doi.org/10.1109/ACCESS.2020.3007206>
- Yusuf, M. S., Limakrisna, N., & Muharam, H. (2022). Determinants of Customer Engagement and Its Implications on Marketing Performance at National Private Commercial Banks in Jabodetabek. *Journal of Entrepreneurship*. <https://doi.org/10.56943/joe.v1i4.190>
- Zhou, X., & Cui, Y. (2019). Green bonds, corporate performance, and corporate social responsibility. *Sustainability* (Switzerland). <https://doi.org/10.3390/su11236881>