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The Influence of Internal Resources Company Against company performance of Drinking water in containers (AMDK), Market Orientation, Business Ethics in the area of Sidoarjo, Surabaya and Pasuruan

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Abstract

Every company have difference and special resource. The difference can become added value for every company. Company's resource will creating different performance for every company's. The study is meant to understand to relation between tangible resources are measured using 7 resources (1) physical resources, (2) The resources of the reputation of the company, (3) the power of the brand resources of the reputation (4) technology resources, (5) financial resources, (6) and human resources (7) resources of the organization. Tangible resources to increasing of the company's performance AMDK. A result of the research by calculation of PLS and yielded that the existence of significant relation between Internal resource with performance company of AMDK with ever greater finding on company scale hence gaining strength creating company performance. The loading result consistently indicated the company of internal resources on company's performance are the most dominant dimension implying the necessity of learning process in organization and resources management. Therefore the role of human resources needed to be managed through organization management system arrangement by establishing organization culture and collective awareness of the entire human resources of the company. The implications of this research was the business ethics as an intervening variable fully mediating the influence of internal resources and market orientation on the performance of drinking water (AMDK) in Sidoarjo, Surabaya, Pasuruan of east Java.

Keywords: internal resources (SDI) Market Orientation. (MO) Business Ethics. Performance

Introduction

Market orientation becomes a crucial strategy or capability of an organization to atay competitive in the current modest and uncertain business environment (Goldman & Grinstein, 2010). Market orientation is considered as a marketing concept as well as management strategy

The development of the business world requires every competing company to maintain its existence in the era of globalization. Competition in the business world that uncontrolled often bring negative consequences for the environment of the business world. The company requires an important resource that would otherwise be a component of a supporter as well as strength even as the competitive advantage of the company continuing to face the competition of the business world. (Voola and O'Cass, 2010) identified market orientation as the set of organizational capabilities that facilities to serve targeted customers and monitor the organization's competitors more efficiently. It's precisely concerned with intangible competencies, namely organizational culture as demonstrated by the link between competitor orientation and customer orientation and customer orientation and performance. Thus dynamic capabilities were found to be an appropriate perspective to describe this study that high-

(Mokhtar, Yusoff, & ahmad, 2014; Ramayah, samat, & Lo, 2011).

In line with the opinion of Purwohandoko et.al (2015:94) it is stated that the key to success is to achieve the objectives of the organization which is capable of delivering customer's satisfaction effectively and efficiently to produce interest for the company
lighted market orientation and performance linkages. The above groups are conceptually different. Adaptive capabilities mean the ability of the firm to adjust in a particular time, using flexible resource and ability to align changes. Therefore, the main emphasis of the adaptive capabilities is on adjustment of internal factors of the in the firm with external factors in the environment. Absorptive capabilities emphasize the importance of utilization of the external knowledge, combining it with the external knowledge and absorbing it in order to use internally. Another typology f dynamic capabilities, proposed by Pavlou and El Sawy (2011), stressed the four processes - (1) sensing meaning the ability to spot, interpret, and pursue opportunities in the environment (2) learning defined as ability to revamp existing operational capabilities with new knowledge, (3) integrating the ability to combine individual knowledge into the firm's new operational capabilities by creating a shared understanding and collective sense-making, (4) coordinating

meaning the ability to orchestrate and deploy tasks, resources, and activities in the new operational capabilities. Company is not just an administrative unit, but rather a collection of the resources of the productive performance of utilization suggests that companies can be measured from the productive resources are used.

Sarkis et al. (2010) in the Journal of Operations Management claims to use the RBV. This study examines whether environmental training efforts mediate the influence of stakeholder pressures on the adoption of environmental practices. Using a sample of 157 Spanish automotive companies, this study finds that environmental training in eco-design, life cycle assessment, recycling/reusing, and waste elimination mediates the relations between stakeholder pressures and the adoption of three major groups of environmental practices including eco-design, source reduction, and environmental management systems. The study claims these results illustrate the complementarity of the stakeholder and RBV theoretical frameworks, where training helps to build an RBV resource namely, knowledge resources. Let us now illustrate the concerns noted above as reflected in this paper.

As argued in this article, these relationships represent a strategic resource with the potential to contribute substantively to a firm's performance through its ability to provide a sustainable competitive advantage (Verbeke & Tung, 2013).

With tangible resources often being easier to imitate or substitute, it is primarily the intangible resources by which firms can differentiate themselves in an effective and sustainable manner. Such strategic resources can range from a firm's reputation and patents to tacit elements of unique process knowledge deeply rooted in an organization (Crook, Ketchen, Combs, & Todd, 2008).

With all of this study's definitions, four important points can be looked at closely; subjects, media, objective, and updating. The basic principle of SCA and its process can be construed from these four elements (Mahdi & Almsafir, 2014).

Organizations possess various numbers of resources that affect their performance. These resources can be tangible or intangible assets that have a direct or indirect impact on their competitive advantage (Omerzel & Gulev, 2011). The Intellectual capital can be regarded as intangible assets or knowledge assets within organizations (Choong, 2008; Grimaldi, Cricelli, & Rogo, 2012).

Therefore, the intellectual capital represents a vital source of knowledge and knowing within organizations. The role of strategic management is not only to allocate the intellectual capital at organizations but also to find new ways to transform the intangible assets (Teece, 2007). Organizations with diverse knowledge and human creativity are more likely to be innovative acquiring a high competitive advantage (Grimaldi et al., 2012).

Intangible assets, such as organizational culture and product reputation are hardly substituted and provide sustainable value and competitive advantage for the organizations (Grimaldi et al., 2012; Pearson, Pitfield, & Ryley, 2015).

Several formations were provided to explain the essentials for competitive advantage in organizations. For example, the VRIN framework explains vital issues for sustainable development. The framework suggests that organizations should have resources that offer value, rare, imperfectly imitable so they cannot be copied by competitors and not have substitutes that could be easily used by competitors (Henkel, Bider, & Perjons, 2014).

Based on the few known reference resources that are able to have a sustained competitive advantage has the following characteristics: (1) intangible, (2) valuable and (3) hard to imitate and reside within an organization (Kamukama, 2013). From the explanation above researchers suspect that the difference of portfolio company owned resources AMDK will result in a difference in performance of the company. Industry AMDK specially in Sidoarjo and Pasuruan, Surabaya, chosen because of the development of the industry which is growing very rapidly AMDK, increasingly large market opportunities because of the demands of the community's needs and desires to live healthy, clean and practical, and still many companies AMDK who grew up with both, but also fail to live.

In this study several indicators measuring the variable previous research tailored to the characteristics of the subjects of the research. The resources that are able to create a sustainable competitive advantage: (1) offer value, (2) rare, (3) imperfectly imitable so they cannot be copied by competitors and not have substitutes that could be easily used by competitors (Henkel, Bider, & Perjons, 2014). Therefore, the competitive advantage in the company could happen only by the integration of external market opportunities with the internal sources and abilities of the organizations (Grimaldi et al., 2012). After studying the characteristics of the company, the study develops AMDK measurement of physical resources more sepesifik according to the characteristics of the company as his research gaps. AMDK so this research to develop source measurement physical power into four measurement indicators, namely: (1) physical resource processing raw materials, (2) physical resource production process, (3) the physical resources of the packing process, and (4) physical resource distribution.

Based on the above background, formulated a more detailed problem which is "Whether Tangible Resource as measured through physical resources, organizational resources, and financial resources to the company's performance AMDK in Sidoarjo Surabaya, Pasuruan.

The purpose of this study was to analyze the influence of internal resource on performance of companies in Sidoarjo, Surabaya & Pasuruan AMDK. This research is expected to generate the following contributions. 1) provide input on Internal resources Manager which is capable of producing the most dominant performance of the company should be managed properly. 2) provide input on The Manager of the company's performance which is the most dominant company outcomes which should be managed properly.

HYPOTHESIS

1. H0: there is no relationship between variable Internal resources with market Orientation

H1: there is an influence among variables SDI (Internal Resources) with a market orientation

2. H0: no influence among variables performance competitive with strategy

H1: there is an influence among variables performance competitive with strategy

3 H0: no influence among variables performance With Market orientation

H1: there is an influence among variables performance With market orientation

4 H0: no influence among variables performance With SDI

H1: there is an influence among variables performance With SDI

5 H0: no influence between variable SDI With competing Strategy

H1: there is an influence among variables SDI With Competing Strategy

6. H0: no influence among variables market orientation With Competitive Strategy

H1: there is an influence among variables market orientation With Competitive Strategy

METHODOLOGY

This research is quantitative research using primary data From the answers to the questionnaire given to UMKM in Sidoarjo, Surabaya dan Pasuruan East Java as a sample in this research.

Hypothesis Testing

Tabel 1 Result of Liniarity Testing

Free Variabel	Control variabel	F	Sig	Conclusion
SDI	OP	41.10	0,00	Linier
SDI	EB	45,48	0,00	Linier
SDI	KP	36.49	0,00	Linier
OP	EB	37,03	0,00	Linier
OP	KP	49,55	0,00	Linier
EB	KP	53,88	0,00	Linier

Table 2 The Load of Validity Convergent Test

Construction	Idikator	Original sample Esti-mate	Mean of sub sample	Standar Deviation	T-Statistic
Sumber Daya Internal/Internal Resources (SDI)	SDI1	0,658	0,618	0,151	4,346
	SDI2	0,839	0,850	0,033	25,291
	SDI3	0,740	0,745	0,077	9,583
	SDI4	0,677	0,679	0,103	6,559
	SDI5	0,784	0,767	0,082	9,550
	SDI6	0,738	0,748	0,077	9,548
	SDI7	0,832	0,833	0,051	16,424
Orientasi Pasar/Market Orientation (OP)	OP1	0,816	0,814	0,039	20,734
	OP2	0,845	0,843	0,048	17,674
	OP3	0,896	0,892	0,031	29,237
Kinerja/Work Ethic of Sido-arjo, Surabaya, Pasuruan (KP)	KP1	0,857	0,856	0,032	26,375
	KP2	0,862	0,857	0,043	19,968
	KP3	0,852	0,835	0,057	15,053
	KP4	0,875	0,879	0,038	23,028

Tabel 3 Discriminat Validity Test

Construction	Indikator	SDI	OP	SB	KU
Sumber Daya Internal/Internal Resources (SDI)	SDI1	0,658	0,472	0,395	0,444
	SDI2	0,839	0,627	0,569	0,536
	SDI3	0740	0,447	0,429	0,391
	SDI4	0,677	0,409	0,616	0,477
	SDI5	0,784	0,541	0,463	0,450
	SDI6	0,738	0,622	0,734	0,561
	SDI7	0,832	0,632	0,760	0,590
Orientasi pasar/Market Orientation (OP)	0P1	0,659	0,816	0,404	0,458
	0P2	0,805	0,845	0,713	0,570
	OP3	0,885	0,896	0,770	0,634
Work Ethic of Sidoarjo, Sura-baya, Pasuruan (KP)	KP1	0,642	0,509	0,535	0,857
	KP2	0,860	0,605	0,791	0,862
	KP3	0,632	0,564	0,678	0,852
	KP4	0,874	0,649	0,843	0,875

Sumber : Output SmartPLS

Tabel 4 Average Variance Extrated (AVE) dan Correlation among Latent Variabel

Konstruk	Average Varian Extracted (AVE)	AVE	Korelasi varibel antar laten
			rSDI;OP = 0,805 **rSDI;SB = 0,716** **rSDI;KU =0,735** **rOP;SB = 0,713**
			rOP;KU = 0,739 **rSB;KU = 0,772**

Sumber: Output Smart PIS

From the table 4, it indicates that the value of AVE > 0,50 for each latent variable which means that the original variable score has fulfilled the assigned criteria. The comparison among latent variable can be explained as in the following:

1. Variable Resource Inetnal (SDI) AVE value of VAVE 0.757 lower than the correlation with market orientation 0.805, but greater than the correlation with competitive strategy 0.726 and performance of SMEs is a result of SDI 1 Resource physical SMEs foods beverages in Gerbangkertasusila in East Java shows lowest loading

2. Variable market orientation (OP). The AVE value is V0,853 higher than its correlation with SDI (0.805), competitive strategy (0.713) and MSME performance of Food and Beverage (0.739). These results indicate that market indicators have good disclosure validity to measure their variables.

Variable performance of the SME foods and drinks with root value VAVE is 0.863 higher than the correlation with Market Orientation (0.739), Internal Resources (0.735) and Competitive Strategy (0.772) then these results indicate that SMEs performance indicators of food and drinks have Validity as A good discriminant in concealing its latent variables.

Based on the test results of discriminant validity table 5, can be interpreted that Sakala measurement discriminant validity has met the criteria, whether measured in terms of (1) compared with the cross-loading, (2) Average Variance Extracted (AVE) and gengan (3) comparing the square root of AVE by Correlation between latent variables, then the overall correlation between variables meet the requirements, both the test of convergent validity and discrete validity has met the criteria and validity is good.

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Based on the results of the discriminant validity test table 5 it can be interpreted that the discriminant validity measurements have met the criteria, either measured by (1) comparing with cross-loading, (2) Average Variance Extracted (AVE) and gengan (3) comparing AVE square roots with Correlation between latent variables, then the overall correlation between variables meet the requirements, both convergent validity test and discriminant validity has met the criteria and validity is good

Reliability Test

Measuring instruments other than having to meet the validity must also meet the terms of reliability. To test how far the measuring instrument can provide the results of how far if the measuring instrument when it is retraced on the same research object it will produce relatively similar results. This study uses the Composite Reability test. The results are presented in Table 5 below.

Tabel 5 . Composite Variability

Construction	Composite Reliability
Sumber Daya Internal Internal Resources (SDI)	0,902
Orientasi Pasar/Market Orientation (OP)	0.889
Kinerja Work Ethich of drink (KP)	0.920

Sumber : Output Smart PLS

SCOPE OF RESEARCH

Research of drink in SIDOARJO, SURABAYA dan PASURUAN, East Java in the year 2017.

Type Of Research

In this study, the research approach used is eksplanatif research. This research included quantitative research because, (1) aims at quantitatified the data and make a generalization of results of samples from a population, (2) the number of samples of hislot, (3) done in a structured, (4) data analysis using statistics, and (5) research results to give recommendations (Malhotra, 2004). While the nature of the relationship between from included in this study because of the korelasional research to know the relationships between variables.

The Place Of Research

The research in the areas of Surabaya, Sidoarjo and Pasuruan. The base of this election are (1) the East Java province of Indonesia as the second rapid environmental change geography, demography and psikografi, thus forcing company AMDK must respond quickly to such changes, (2) researchers and the energy researchers know the East Java area, making it easier to access information and obtain the data, and (3) the location is not far, so streamline research and cost-efficiency.

Design Research

The design of the research used in this study is conclusive because it describes each variable to gain an overview of the implementation of internal resources and the company's performance, and linking AMDK between these variables, as well as proving the hypothesis to test their significance.

Populations and samples

The population of this research sample is at once the companies drinking water in containers (AMDK) in Sidoarjo, Surabaya and Pasuruan, up to the year 2008 which amounted to 43 companies as its analysis unit which will be represented by the Manager or owner company (for small/micro) as respondents.

Engineering Data Collection

The collection of data in this study used two ways, i.e. a questionnaire and interview techniques.

a. questionnaire Technique i.e. using questionnaires to get answers from the respondents i.e. company managers to its perception as a reflection of internal resources and corporate performance AMDK

b. documentation Techniques to get the data in the form of documents relevant to the issues to complement data obtained through questionnaires.

c. interview techniques to clarify data or complete the data obtained from the questionnaire and documentation techniques so that data availability is assured its validity and can be accountable.

Table 1 Definition of variables, Varibel, dimension, Measurement and indicators

Latent Variables	Concept Of A Variable	Manifes Variable	Indicator
Resources Intangibles	Research model and building the conceptual rationale for age and intangible resources as boundary conditions of the EO-growth relationship. (Anderson & Eshima, 2013)	Firm Growth, Entrepreneurial Orientation, and Intangible Resources	- Special organizational or managerial know-how -Intellectual properties such as patents. - Strategic assets such as corporate brand or image. - Network channels of managers or employees
	Financial resources are owned by the company as the company's ability to meet good foreign capital or capital private equity and management of finances Purwohandoko, et, al, Kewirausahaan.2015: Unesa University Press.	Financial resources Business Ethic	-the capacity of the company to obtain a loan -Competence of the company managing the Fund -Monitoring and evalusi budget -CSR -Trust -5K Characteristik (*Kattabelletje, Conspiracy, Connection, Collusion Kolust and Commission Komisi*). -Perspectives
The Company's Performance	Firms that are affiliated with a business group, have more firm- and group-level international experience, have more technological and marketing resources, and operate in service industries are more likely to shift from exports to FDI Gaur et al. (2014)	Resource and institution based views	- firm-level technological - marketing resources - firm-level international experience - business group affiliation -group-level international experience - foreign participation at the industry level - a service industry indicator

	Marketing scholars and practitioners recognize marketing resources as crucial drivers in the process by which firms develop their competitive advantages and achieve higher levels of performance. (Davcik & Sharma, 2016)	Firm environment, marketing as an organizational function and marketing resource deployment	-The role of R&D and innovation as dynamic marketing capabilities - The role of sustainable competitive advantage as a strategic goal for a Firm -The impact of intra-firmcompetition for resources on a firm's competitive advantage - The influence of 'inside-out' versus 'outside-in' approaches on marketing strategy

Source: processed researchers

Data Analysis Techniques

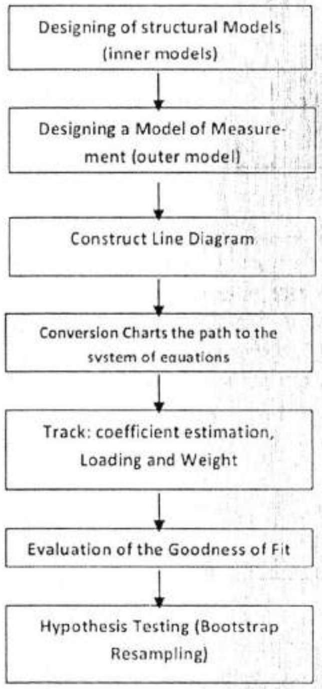
Technique of data analysis used in this study using PLS (partial Least Square). The reason for using the analysis of PLS in this research are:

1. This Model does not assume a particular Gaussian data which can be nominal, ordinal, interval, category or ratio.
2. The variables used in the study is a latent variable.
3. The whole population of the company is used as a sample, AMDK but little (n = 43), so does not meet when using SEM analysis (Structural Equation Model) and

the magnitude of the incoming sample intervals of 30 to 100 as recommended by PLS.

As for the steps in the analysis of PLS are described in Chart 1

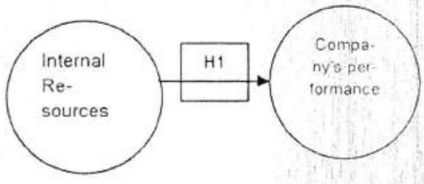
Chart 1. PLS Analysis Steps



1. First step: Designing Structural Models (inner models)

Designing of structural relationship models (inner models) are describing relations between latent variables based on a substantive theory.

Chart 2 Model hypothesis Internal resources in generating company's performance AMDK



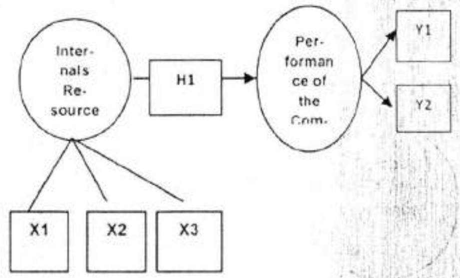
2. Second step: Designing Model Measurement (outer model)

Designing a model of measurement (Outer model) is defining the relationship between latent variables with the manifest and variable in this study all of them are reflexive.

3. Third step: Construct a path Diagram

The third stage i.e. construct a diagram of potatoes to be easier to understand, the results of the design of the inner and outer model to the model, further stated in the form of a diagram of the line.

Chart 3 the draft inner and outer models models



4. The fourth step Line Chart: conversion to the system of equations

Outer Model i.e. the specification of the relationship between latent variables with the charge indicators will, called the outer relation or measurement model, defining characteristic of invalid constructs with the manifest variable. Inner model i.e. the specification of the relationships between the latent variables (structural models) also known with the inner relation, describes the relationship between latent variables based on substantive research.

5. Step five: Estimation

A method of prediction parameters (estimate) in the method PLS is the smallest squares method (least square methods). The process of calculations done by interasi, where interasi will stop if it has reached a condition of convergent.

6. The sixth Step: Goodness of Fit

The next Model of the structural or inner model is evaluated by looking at the percentage of variants that are described, namely by looking at the R2 for the dependent latent invalid constructs by using size-the size of the Stone-Geisser Q Square test and also see the path coefficients their structural. While stability estimation tested with t-statistics memalui bootstrap procedure.

7. The seventh Step: hypothesis testing

The last step of the data that has been processed and analyzed researchers can test the hypothesis has been formulated.

RESULTS

Description Of The Object Research

This research uses the full sample, i.e. from 43 companies AMDK in Sidoarjo, Surabaya and Pasuruan, and overall the sample met as the respondent. Thus, this research using a sample of 43 or (100%) of the population. According to the scale of its business, the company's sample includes companies of micro, small, medium and large. Central Bureau of Statistics using the number of the workforce as the basis for classification of business scale, i.e. the micro enterprises (1-4 labor), small businesses (5-19 labor), medium business (20-99 labor), and large (100 or more labor). There are 3 companies of micro scale, and in the following sample distribution tebel put on micro small group.

Table 2 distribution of samples according to the scale of the effort

Company Scale	Company		Employee	
	Frequency	%	Frequency	%
Micro/Small	16	37.21	152	5.59
Medium	17	39.53	655	24.11
Large	10	23.26	1910	70.30
Total	43	100	2717	100

Source: the Data processed

Based on table 2, sample research covers 16 (37.21%) of micro/small scale firms; 17 (39.53%) medium-scale companies and 10 (23.26%) companies on a large scale. Views based on the answers of the respondents, the company's 43 samples, absorb the workforce of 2.717 people, with the largest proportions are large companies (70.30%), medium (24.11%) companies and companies of micro/small (5.59%). Distribution company that became a sample covering AMDK 3 kabupaten/kota in East Java. Pasuruan contributes the largest with a population of 25 companies (58%), and Surabaya, with 15 companies (30%).

The Variable Description

Based on the results of the questionnaire field against both of these variables were analyzed with descriptive statistics methods, on average, to know the power of the Internal resources of the company, and the company's performance. Whereas to provide more meaningful information researchers classify based on the scale of the effort of the company to do a descriptive statistical analysis.

The description of the variable internal resources

Interal company resources using three indicators, namely physical resources (tangible), financial resources and the resources of the organization. The higher the value of these indicators shows the stronger companies. Based on Table 5.2, it seems that in general the respondents rate the company has a strong internal resources but there is a difference of internal resource strength according to the scale of the effort.

Table 3. Descriptive Statistics Variable Internal Resources

Sumber daya internal	Mikro/kecil	Menengah	Besar	Rata-2
Sumber daya fisik	3.97	3.99	4.00	3.986
Sumber daya keuangan	3,69	3.73	3.76	3.724
Sumber daya organisasi	4,00	4,09	4.44	4.177

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