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**INCREASING FOR AN EMPLOYEE PERFORMANCE IN NATIONAL RETAIL CORPORATION: PROVIDE THE NEW CONCEPT MODEL PROPOSE TO EVOLVE THE MANAGEMENT SCIENCE BASE ON GST AND UET**

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**ABSTRACT**

The entire national- corporations have some misguide from the vision and missions on the heterogeneous- industrial- retail firms, the high tight competitions, no-data and newest inventions. This study would be investigating the research gap within the human resource on the task performance within source of employee capability. The novelty research- result from the confirmed new proposed model have the powerful development of attempt an employee performance within an unique of an employee capability that more contribution on body of knowledge on theory of Goal Setting and the theory of upper echelons that it's have integrated various fields within top managers capabilities and competencies for doing long- run in business. Hence, the research method was conduct using the confirmed strategy in multivariate data analysis within an among the latent variables, such as the predicted effort within the SmartPLS software. The scientists were hope make to contribution on the body of knowledge to the theory that conducted in this synthesis within the national retail corporation.

**KEYWORDS:** Human resources capabilities, the retailer national- firms, job performance.

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**INTRODUCTION**

The determinant factors within emerging market and the rigor competitions, knowledge sharing, provide big data, and the human resources on the job performance within source of employee capabilities, that have been could be confirm result of wide research on the national retailer-venture (Day, Crown, & Ivany, 2017; Pittino, Visintin, Lenger, & Sternad, 2016; C.-J. Wang, Tsai, & Tsai, 2014; Z. Wang, Sharma, & Cao, 2016), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016).

Some retailers have more effective trade-offs for achieving above-average results in both margin and cash management. However, with supply chain costs rising and consumers wanting more choice than ever before, maintaining this advantage will be an ongoing challenge: a challenge that requires innovation and investment. Technology is at the heart of most retailers' investment strategies, with store capital diverted to speed up and flexibility for consumer choice and experience. But the main gap is how the company manages changes in strategy and determines that the deployed capital will meet its goals and estimated returns. According to the EY-Parthenon Digital Investment Index 2022, 71% of companies believe that digital initiatives are critical to the overall success of the organization in particular on improving the customer experience, as well as expanding distribution and channel delivery. Only 28% of companies revealed a significant increase in financial returns (more than 5% ROI) in 2021 as a result of digital investment. However, this is expected to increase in 2022 to 63%, driven by a focus on operational transformation. Interestingly, 60% of the planned investment resulted from the cancellation of internal initiatives that indicated a trade-off was needed to move capital.

([https://www.ey.com/en\\_ca/strategy-transactions/five-retail-performance-improvement-strategies-to-release-working-capital](https://www.ey.com/en_ca/strategy-transactions/five-retail-performance-improvement-strategies-to-release-working-capital))

Importantly, an analysis have the very misguide process of the impact to employee performance within source of employee capabilities and the meaning in an among national retailer- firms as the result research from many scientist synthesis and contribution to body of knowledge for the theory of the GST and UET, that some research gap that must be fulfill the novelty variables as the new models of the human resources management research.(Bürkner & Lange, 2017; Darren, 2015; González, Rodríguez Gil, Martorell Cunill, & Merigó Lindahl, 2016; Ho, Nguyen, Adhikari, Miles, & Bonney, 2017; Husain, Dayan, & Di Benedetto, 2016; Järvinen & Karjaluo, 2015; Lassala, Carmona, & Momparler, 2016; Stan De, Monique, & Guy Van, 2017; Straker & Wrigley, 2016; W.-L. Wang, Malthouse, Calder, & Uzunoglu, 2017)

Ultimately, some various global challenges and uncertainties due to the multidimensional crisis with the correction of the IMF's 2022 global economic growth projection which decreased from 3.6% to 3.2%, the national economy is increasingly showing attractive improvements. The strengthening of the national economy was marked by the achievement of economic growth in Q2-2022 which grew 5.44% (yoy) or higher than the achievement of Q1-2022 which was 5.01% (yoy). In terms of expenditure, the economic growth was supported by household consumption which grew solidly by 5.51% and export performance which grew by 19.74%. Meanwhile, from the sectoral side, warehousing transportation became the sector with the highest growth of 21.27% due to the recovery of community mobility due to the better handling of the pandemic.

(<https://www.ekon.go.id/publikasi/detail/4449/penjualan-ritel-yang-tumbuh-tinggi-di-tengah-tantangan-global->)

Furthermore, the objective of this analysis would be synthesis the new- research model to fulfilling the research gap between the role of human resources within its attempt on the employee performance. Hence, the focus of an intervening variables as develop of resource of employee

capabilities within a synthesis of results to contribution on the body of knowledge to the theory of GST and UET.(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluoto, 2015; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroquez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Obal & Lancioni, 2013; Ouakouak & Ouedraogo, 2017; Pittino et al., 2016; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

The gap be reconciled, in the difficult challenges of the retail business at this time, there needs to be in-depth research and learning the business feasibility study. In the development of retail business in Indonesia today, of course, it is increasingly complex. One example of the challenges of the retail business is the competition that occurs more intensely with changes in people's consumption patterns. The challenges of the retail business that occur continuously make business people must work hard to maintain their existence. The retail business that is currently having challenges in demand for products such as the mask business, medicines, staples and others during the PSBB. Basically, a retail business is a business that involves selling goods or services to consumers in units or retail quantities.

(<https://www.harmony.co.id/blog/5-tantangan-menjalankan-bisnis-retail-ditengah-ekonomi-sulit>)

With growing importance, the human resources within the value creation on the source of employee value an among national-retailer corporations have many strategic plan to attempt the employee performance, within good manage for the tight competition, the human resources- advantage on entire national market for having the new- opportunity for reach the profit. Moreover, the strategic choices have done by managers for improvement to the employee performance within a good human resources and well capabilities (Bravo, Matute, & Pina, 2015; Kang & Lam, 2016; Mullen, Kelloway, & Teed, 2017)(Poisson-de Haro & Bitektine, 2015; Z. Wang et al., 2016)(Aima, Susilo, Purwanto and Wiratih, 2015).

## **LITERATURE REVIEW AND THE HYPOTHESIS**

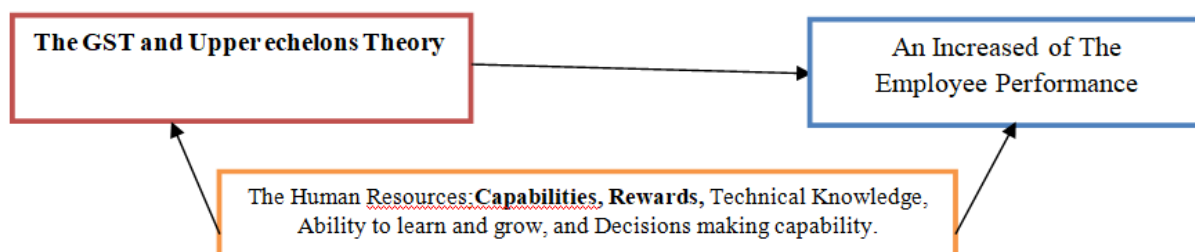
The scientist movement has in this synthesis was investigating the research- model to pursue the employee performance on conducted within the contributions for the body of knowledge on GST and the Upper Echelons' theory of the firm for the competitions and holistic, also for the contributions in develop of the management implications to make the strategies within entire national retailer corporation. Importantly, in this inquiry for attempted the robust competitiveness advantage to leads the superior employee performance in national venture to doing business for the long- run and sustainable.

### **The Upper Echelons Theory and GST to the Contributions on Body of Knowledge the Management Science**

The organization structure and incremental innovation could improve of the well employee performance and the strategic approach on HR management and making subordinate within efficiently process to develop future action plan within the business development. The GST and Upper Echelons theory would help to knowing, evaluating, predicting and explaining the paradigm

more to be precisions. Moreover, the R-A theory have some knowledge about competition entire firm in heterogeneous industries and the sustainable competitive advantage should have as the foundation of the corporations to create the best structures, bundles and provide the top-organization's resources and it's have smart- management within hybrid competitive strategy for achieving the employee performance within source of well employee capabilities.(Alisher Tohirovich, Changjoon, & Junghyun, 2017; Gabrielsson, Seppälä, & Gabrielsson, 2016; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Krausert, 2017; Kumar & Yakhlef, 2016; Stan De et al., 2017; C.-J. Wang et al., 2014; Xiaohong, Chengfeng, Yanbo, & Gaowen, 2015; Zhao, Feng, & Wang, 2015)

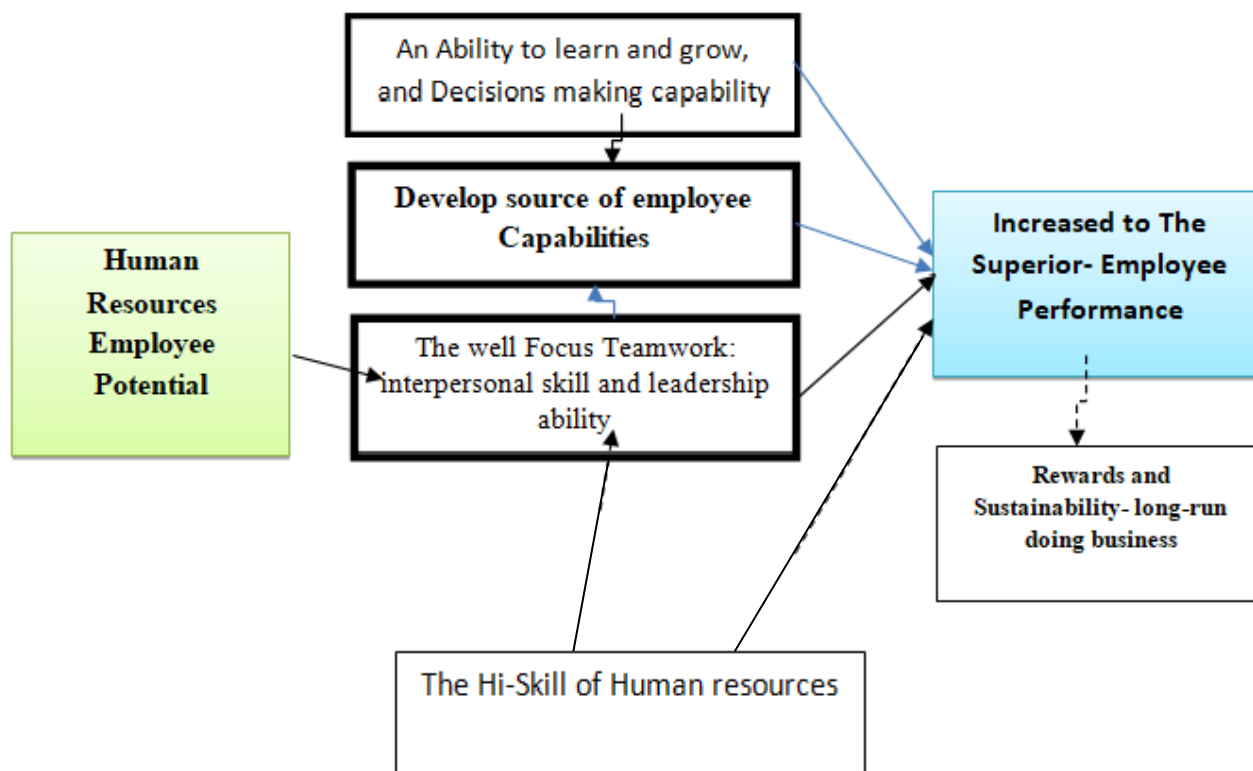
As a new form, the scholar was mentions to the grand theory GST and UET to fulfill the research gap and its was make the contribution for the body of knowledge and gain the novelty the research result from an empirical research as follow, the figure 1 below:



**Figure 1.** The GST and an Upper Echelons Theory, also the Path to Contributions on Body of Knowledge and to evolve the Management Science

### The Framework and Hypothesis

Regarding, the research framework of increased- Employee Performance within national retailer-Corporations in Jakarta, Indonesia should be to develop for fulfillment the research gap for finding the knowledge to improvement the superior- employee performance that it conduct to the empirical study within the previously research.(Chiang & Birtch, 2010; Gupta, Singh, & Bhattacharya, 2017; Munir, Rahman, Malik, & Ma'amor, 2012). Moreover, the scheme of research- framework as follow figures 2, below:



**Figure.2.** The Research Model to Increase the superior Employee Performance with the develop source of employee Capabilities within National- Retail Corporation.  
(Source: Develop from an Author)

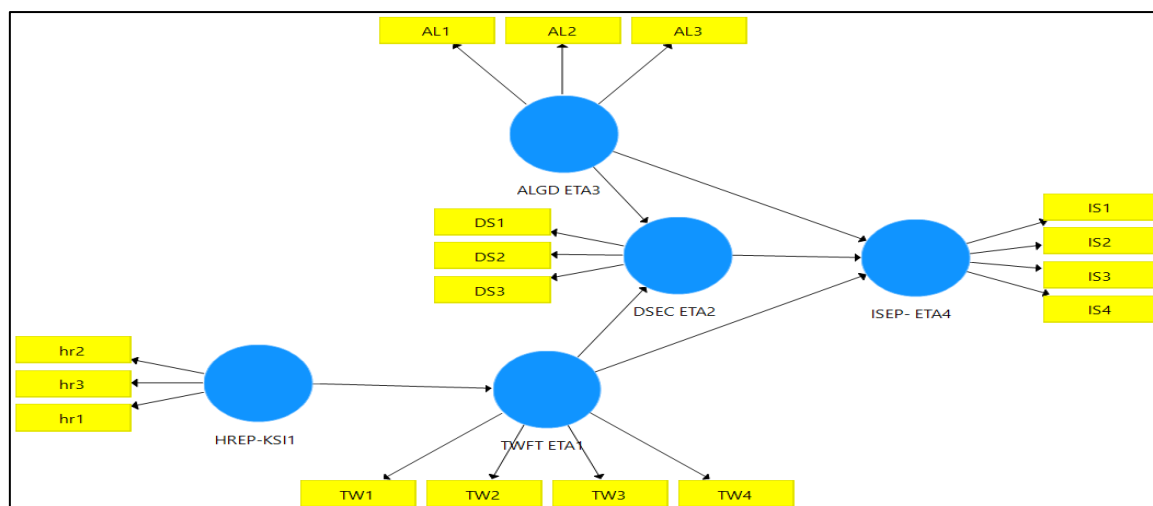
The hypothesis in this study the conceptual research model, as follow:

H1: The capability on human resource within national retailer firms is positively related to the increased superior employee performance.

## RESEARCH METHOD

### Sample, data collection and Measurement of variables

In this study the research would conduct within the quantitative methods and the survey design. Actually, the respondent for this research conducted within total sampling and the employee in national retailer venture in Jakarta (Mathwick, Wagner, & Unni, 2010; E. Thomas, 2013). Further, The survey was conduct within the self-administered questionnaire that uses the rating scale for entire latent variables to make the response for increase the well employee performance (Sekaran and Bougie, 2016). Hence, 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 good).



**Figure.3.** The SmartPLS Model to Increase the superior Employee Performance with the develop source of employee Capabilities within National- Retail Corporation base on the GST and UET (Source: Develop from an Author)

Furthermore, the first step was doing assessments of the validity and reliability the parameters and the construct test that conducted with outer- model in structural equation modeling among variables within the outer model testing, the second step should assessment of the hypotheses testing within the inner-model by compare to the  $p\text{-value} < 0.05$ . (Hair, Black, Babin and Anderson, 2010)(Evermann & Tate, 2016).

## DATA ANALYSIS

### Data analysis, the Model of fitting and Hypothesis testing

The business model data analysis would conduct to the structural equation modeling(the SmartPLS), because entire the variables were latent characteristics. Moreover, the two step approach have pertains; outer-model and the structural hybrid full model such as the inner-model and used the predictive strategies were conducted in this multivariate data analysis, with a testing the validity and the reliability construct, also synthesis the hypothesis proved (Susilo and Yulius, 2017). The research result would have for the data analysis pertained: the sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the  $z$  value  $< 2.50$  and a univariate and multivariate of normality test. Hence, the entire hypothesis confirmed was conducted with  $t$  value  $> 2$  and the  $p\text{-value} < 0.05$ , within the level of significance research result was 95%.(Hair, Black, Babin and Anderson, 2010)(Evermann & Tate, 2016).

## CONCLUSIONS AND RESEARCH CONTRIBUTION.

Importantly, our research result would successfully to predict entire hypotheses, and the best value could be fined to increased employee performance on national retailer corporations in Jakarta. Hence, the scholar hopes the fulfillment the research gap within the new research model would effectively to achieve the employee performance with the smart planning to develop some program. Furthermore, the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of the recourses advantage in human resource of the retailer corporations. Moreover, the conducted with **The Upper Echelons Theory and GST**



as the explanations and predicted the relationship for the increased the employee performance that it will investigate on the basic research in management.

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### **Declaration of conflicting interests**

The scholar declared no potential conflicts of interest with respect to the investigated, authorship, publication within this manuscript.

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