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MODEL ON PURSUE THE JOB SATISFACTION AT PRIVATE FIRMS

Gibran Hakim^{1*}, Mochamad Hafiz² and Wilhelmus Hary Susilo^{3*}

MAGISTER MANAGEMENT OF FEB,
University of Persada Indonesia Y.A.I 1972

Orcid: 000-0002-6758-1159,
URL: orcid.org/0000-0002-6758-1159. And Scopus Author ID: 56539508300,

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ABSTRACT

The foundation of this study pertains to the concept of job satisfaction, which reflects the favorable emotional condition of employees in relation to their work. This condition emerges from the assessment of their work environment, the results of their efforts, and the recognition they receive, alongside their emotional responses of feeling either satisfied or dissatisfied. This notion includes a variety of elements, such as workload, remuneration, colleagues, and supervisors. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity. Approaches to improve job satisfaction include acknowledging and valuing work accomplishments, fostering a safe and supportive workplace, and evaluating the compensation and benefits framework. The analysis of corporate strategies, with a focus on job satisfaction, acts as a strategic basis for the growth of organizations in today's technologically advanced landscape. Job satisfaction refers to the positive emotional attitude of employees towards their work, which arises from the evaluation of the work situation, the outcomes of their efforts, and the appreciation received, as well as the response of feeling happy or unhappy. This encompasses aspects such as workload, salary, colleagues, and supervisors. Satisfied employees tend to exhibit high levels of dedication and productivity. Strategies to Enhance Job Satisfaction Providing appreciation and recognition for work achievements. Creating a safe and supportive work environment. Reviewing the compensation and benefits system. The private firms often misguide their vision and mission in the context of diverse business and industrial environments. This includes challenges related to effective leadership, employee motivation, work-related stress, and the costly process of reviving business brands. Additionally, there is a lack of information and communication processing in human resources development, which leads to failures in navigating tight competition in business growth and innovation that could enhance recovery during the global pandemic. An analysis can be grounded in the research gap identified within the high-tech sector. The innovative research findings stem from the development of a human resources model aimed at enhancing job satisfaction, which could significantly contribute to the body of knowledge surrounding Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and

the Theory of Goal Orientation Framework (GOF). This model is intended to be developed through an analysis of high-tech industrial firms. Moreover, the research will be conducted using a predictive strategy involving multivariate SEM data analysis, encompassing all latent variables with SmartPLS based on a variance-based matrix within the structural equation model. The mixed-method approach will be enriched through focus group discussions with three experts in management science to further evolve the human resources model.

KEYWORDS: Business recovery, attempt the job satisfaction, organization performance.

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1.0 INTRODUCTION

The background of this research is related to the aspect of job satisfaction, which signifies the positive emotional state of employees regarding their work. This state arises from evaluating their work environment, the outcomes of their efforts, and the acknowledgment they receive, along with their emotional reactions of feeling either content or discontent. This concept encompasses various factors, including workload, pay, colleagues, and supervisors. Employees who experience job satisfaction generally exhibit higher levels of commitment and productivity. Strategies to enhance job satisfaction involve recognizing and appreciating work achievements, creating a safe and supportive work environment, and reviewing the compensation and benefits structure. The examination of corporate strategies, taking into account job satisfaction, serves as a strategic foundation for the advancement of companies in the current era of advanced technology.

The job satisfaction denotes the positive emotional disposition of employees towards their work, which emerges from the assessment of their work environment, the results of their efforts, and the recognition they receive, alongside the emotional responses of feeling content or discontent. This concept includes factors such as workload, remuneration, colleagues, and supervisors. Employees who are satisfied typically demonstrate elevated levels of commitment and productivity. Strategies to Enhance Job Satisfaction include providing acknowledgment and recognition for work accomplishments, fostering a safe and supportive workplace, and reassessing the compensation and benefits framework. Private companies frequently misalign their vision and mission within the context of varied business and industrial landscapes. This encompasses challenges associated with effective leadership, employee motivation, work-related stress, and the expensive endeavor of revitalizing business brands. Furthermore, there exists a deficiency in information and communication processing within human resources development, which results in failures to navigate intense competition in business growth and innovation that could facilitate recovery during the global pandemic. An analysis can be anchored in the research gap identified within the high-tech industry. The innovative research outcomes arise from the formulation of a human resources model designed to enhance job satisfaction, which could substantially enrich the existing body of knowledge related to Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A),

General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF). This model is intended to be developed through an examination of high-tech industrial firms. Additionally, the research will employ a predictive strategy utilizing multivariate SEM data analysis, incorporating all latent variables with SmartPLS based on a variance-based matrix within the structural equation model. The mixed-method approach will be further enhanced through focus group discussions with three experts in management science to advance the human resources model.

The determinant factors influencing job and organizational performance in high-tech firms are identified as follows: brand adoption, brand resurrection initiatives, limited information and communication processing, high costs, consumer engagement, intense competition, ineffective leadership, the development of human resources models aimed at enhancing job satisfaction, and radical innovations that have not yet been confirmed as effective in business research among firms striving for recovery during the global pandemic in Jakarta (Braun, Peus, Weisweiler, & Frey, 2013; Glińska-Noweś, Sudolska, Karwacki, & Górka, 2017; Xie, Zhou, Huang, & Xia, 2017) (Vivek, Beatty, & Morgan, 2012), (Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Glińska-Noweś et al., 2017; Haifen, Mengya, & Jingqin, 2017; J. Hamilton, 2009; Straker & Wrigley, 2016). Furthermore, an investigation reveals a low process in achieving financial performance and a struggle for competitive advantage in the business development process within the human resources model. The role of managers in fostering job satisfaction across the entire national hi-tech firms is highlighted as a result of research synthesized from various scholars, contributing to the body of knowledge on the Internet of Things (IoT). This research identifies gaps that must be addressed, introducing novel variables as new models for business recovery management, incorporating liquid investment as moderating variables and work motivation as mediating variables. (Alegre, Mas-Machuca, & Berbegal-Mirabent, 2016; Bayarçelik & Findikli, 2016; Bürkner & Lange, 2017; Darren, 2015; González, Rodríguez Gil, Martorell Cunill, & Merigó Lindahl, 2016; Ho, Nguyen, Adhikari, Miles, & Bonney, 2017; Järvinen & Karjaluoto, 2015; Khoshlahn & Ardabili, 2016; Lassala, Carmona, & Momparler, 2016; Lastner, Folse, Mangus, & Fennell, 2016; Limbu, Jayachandran, & Babin, 2014; Munir, Rahman, Malik, & Ma'amor, 2012; Straker & Wrigley, 2016; T. Thomas, 2015; Walmsley, 2016; W.-L. Wang, Malthouse, Calder, & Uzunoglu, 2017)

The aim of this investigation is to develop a potential new research model that addresses the existing gap in understanding how human resources can enhance job satisfaction in high-tech national firms. This model will focus on factors such as low work stress, effective communication, high work motivation, organizational structure, job characteristics, and innovative behavior, all of which are supported by the latest technologies in national high-tech firms. Additionally, it will explore the competitive advantage in the business recovery development process and consider liquid investments as a moderating variable within a new human resources development model. (Alegre et al., 2016; Gonzalez, 2017; Katsikea, Theodosiou, Perdakis, & Kehagias, 2011; Lastner et al., 2016; Limbu et al., 2014; Singh & Das, 2013) Further, the focus of an intervening variables as digital job satisfactions and the radically innovation within a synthesis of results base on the focused of firm-value and the hi-liquid investments such as moderating impact to.(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; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

Furthermore, the human resources model development to pursue of the job satisfaction within the firms-value an among national- hi-tech corporations have many strategic plan to pursue the organizational performance, and radically inventions- competitively within good manage for winning the competition, the well-leadership style, the human resources- advantage and would pursue the business recovery for having the new- opportunity for the business development within create unique value.(Alegre et al., 2016; Braun et al., 2013; Choi, Cundiff, Kim, & Akhatib, 2017; Limbu et al., 2014) Moreover, the strategic choices have an important ways to the role of managers for improvement firm performance and choice the benchmarking methods within well leadership style within the liquid investment's as the moderating latent variable and lead to the well business recovery within the global pandemic. (Gomes, Yasin, & Lisboa, 2009; R. T. Hamilton, 2011; Malik, Sinha, Pereira, & Rowley, 2017; Poisson-de Haro & Bitektine, 2015; Reid & Brady, 2012; Z. Wang, Sharma, & Cao, 2016).

Consequently, a comprehensive national high-tech enterprise should strategically opt for digital employee engagement to establish a robust knowledge network and facilitate communication between digital channels and end-users within private firms. This approach is essential in the national endeavor during the digital era, aiming to enhance financial performance and its implications for investments, serving as a moderating factor to achieve a strengthening impact that aids managers in improving business recovery. The objective of this research is to develop an innovative framework that addresses the existing knowledge gap concerning the role of human resources in enhancing job satisfaction within high-tech national companies. This framework will focus on aspects such as diminished work-related stress, effective communication, increased work motivation, organizational structure, job characteristics, and innovative behaviors, all supported by advanced technologies employed by national high-tech firms. Additionally, it will explore the competitive advantage in the business recovery development process and integrate liquid investments as a moderating element in a new human resources development model (Anselmsson & Bondesson, 2015; Ben Aissa & Goaid, 2016; C. Roach, Ryman, & White, 2014; Deltuvaitė, 2015; Fang, Wang, & Chen, 2017; Felício, Meidutė, & Kyvik, 2016; Ghosh & Wu, 2012; S. Gupta & Polonsky, 2014; Malik, Sinha, et al., 2017; Poisson-de Haro & Bitektine, 2015; Takata, 2016; Yu, Ramanathan, & Nath, 2013).

2.0 LITERATURE REVIEW AND THE HYPOTHESIS

The job satisfaction refers to the positive emotional state of employees regarding their work, which arises from evaluating their work environment, the outcomes of their efforts, and the recognition they receive, along with their emotional responses of feeling either content or discontent. This concept encompasses various factors such as workload, compensation, colleagues, and supervisors. Employees who experience job satisfaction generally exhibit higher levels of commitment and productivity. Strategies to improve job satisfaction include acknowledging and recognizing work achievements, creating a safe and supportive work environment, and reevaluating the compensation and benefits structure. Private companies often misalign their vision and mission in the context of

diverse business and industrial environments. This includes challenges related to effective leadership, employee motivation, work-related stress, and the costly process of revitalizing business brands. Moreover, there is a lack of effective information and communication processing within human resources development, leading to difficulties in navigating intense competition in business growth and innovation, which could aid recovery during the global pandemic. An analysis can be grounded in the research gap identified within the high-tech sector. The innovative research findings stem from the development of a human resources model aimed at enhancing job satisfaction, which could significantly contribute to the existing literature on Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF). This model is intended to be constructed through an investigation of high-tech industrial companies. Furthermore, the research will utilize a predictive approach employing multivariate SEM data analysis, integrating all latent variables with SmartPLS based on a variance-based matrix within the structural equation model.

An investigation into the HR research model aimed at exploring job satisfaction within national high-tech companies has been conducted, contributing to the body of knowledge on IoT, RMT, the R-A Theory, GST, and GOF. This inquiry seeks to enhance competitive advantage and facilitate business recovery, while also improving organizational performance based on knowledge management processes and capabilities. Furthermore, it aims to contribute to the development of management implications regarding the role of managers in leading recovery efforts in business development, thereby informing strategic choices among national firms (Emadzade, Mashayekhi, & Abdar, 2012; Milana & Maldaon, 2015; Subramony, Segers, Chadwick, & Shyamsunder, 2018; Supyuenyong & Swierczek, 2011) Further, in this study within the IOT, RMT, the R-A Theory, GST and GOF for pursuing the competitiveness advantage to affected the job satisfaction and superior organizational performance, and generic strategies in national hi-tech business. (García-Morales, Jiménez-Barrionuevo, & Gutiérrez-Gutiérrez, 2012; Osibanjo, Salau, Falola, & Oyewunmi, 2016; Pallotti & Lomi, 2011; Yamin, Gunasekaran, & Mavondo, 1999)

The Resource- Comparative Advantage Theory, the Theory regarding the growth of Firms within Industrial enterprises, and the Contributions made to the Body of Knowledge.

The theory of comparative advantage in resources provides insights into competition among ventures within heterogeneous industries, particularly concerning long-term business development. A sustainable competitive advantage should serve as the foundation for enterprises when planning their structures and resource bundles. Furthermore, it is essential to implement effective management strategies to excel in competition over the long term. This involves adopting a hybrid competitive strategy aimed at achieving both organizational and financial performance, thereby facilitating business recovery in the context (Emadzade et al., 2012; Gabrielsson, Seppälä, & Gabrielsson, 2016; Huang, Wu, Lu, & Lin, 2016; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Supyuenyong & Swierczek, 2011; Zhao, Feng, & Wang, 2015)

Indeed, the inquiry should reference the grand theory to address the research gap, thereby contributing to the body of knowledge regarding processes and capabilities. This involves sharing and evolving tacit knowledge within the field of HR management science, ultimately leading to

novel outcomes derived from empirical research, as illustrated in Figure 1 below. (Birasnav, 2014; Emadzade et al., 2012; Huang et al., 2016; Kiessling, Richey, Meng, & Dabic, 2009; Muthuveloo, Shanmugam, & Teoh, 2017; Oyemomi, Liu, Neaga, & Alkhuraji, 2016):

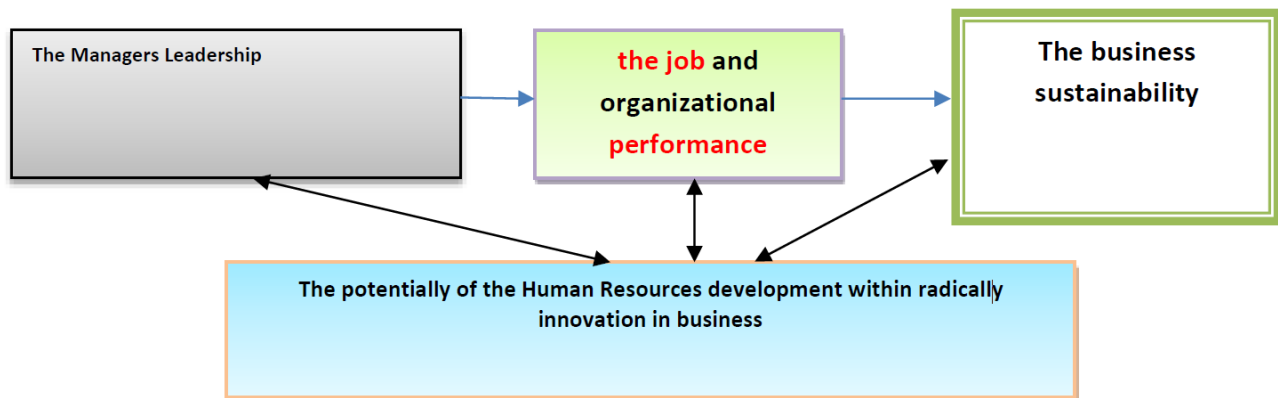


Figure 1. The IOT, RMT and the R-A Theory conduct to the industrial- Firms and the Path for Contributions on Body of Knowledge

The Framework and Hypothesis

Job satisfaction denotes the positive emotional state that employees experience concerning their work, which emerges from assessing their work environment, the results of their efforts, and the acknowledgment they receive, alongside their emotional reactions of feeling either satisfied or dissatisfied. This notion includes various elements such as workload, remuneration, colleagues, and supervisors. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity. Approaches to enhance job satisfaction involve recognizing and appreciating work accomplishments, fostering a safe and supportive workplace, and reassessing the compensation and benefits framework. Private enterprises frequently misalign their vision and mission within the context of varied business and industrial landscapes. This encompasses challenges associated with effective leadership, employee motivation, work-related stress, and the expensive endeavor of rejuvenating business brands. Additionally, there exists a deficiency in effective information and communication processing within human resources development, resulting in challenges in navigating fierce competition in business growth and innovation, which could facilitate recovery during the global pandemic. An analysis can be anchored in the research gap identified within the high-tech industry. The innovative research outcomes arise from the formulation of a human resources model designed to improve job satisfaction, which could substantially enrich the current literature on Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF). This model is intended to be developed through an exploration of high-tech industrial firms. Moreover, the research will adopt a predictive methodology utilizing multivariate SEM data analysis, integrating all latent variables with SmartPLS based on a variance-based matrix within the structural equation model. Indeed, the research framework of Superior- organizational and the financial Performance and attempt to the competitive advantage business within National Corporations base on the business recovery by improvement to the job-satisfaction that it should have for development to fulfillment the research gap for finding the knowledge to increase the superior- financial performance within heterogeneous industries and contributions for the IOT, the

R-A Theory, GST and GOF in the body of knowledge within the management science evolved (Shelby D. Hunt, 2013, 2015; Shelby D. Hunt & Arnett, 2006).

Moreover, the theory of the growth of firms in industrial hi-tech enterprise are could conducted to have the long-run business and sustainable and analysis of heterogeneously industries and economic functions, transformational leadership, an organizing human resource with job satisfaction and performance with well administrative-task and tight communication and well motivational firms culture within among the industrial hi-tech firms. Furthermore, the theory regarding the expansion of firms within the industrial high-tech sector can be applied to achieve long-term business sustainability. This involves an analysis of diverse industries and their economic functions, as well as the role of transformational leadership. Effective organization of human resources, coupled with job satisfaction and performance, is essential, alongside efficient administrative tasks, strong communication, and a robust motivational culture within industrial high-tech firms. (Corral de Zubielqui, Fryges, & Jones, 2017; Fahed-Sreih & El-Kassar, 2017; Gelhard & von Delft, 2016; V. Gupta, Singh, & Bhattacharya, 2017; Hau & Chow, 2012) Hence, the market action, competitive advantage and performance should be based for making the action plan for run the recovery business development.(Castaño, Méndez, & Galindo, 2016; Demirkan & Spohrer, 2014; Kapferer, 2012; Torun & Cicekci, 2007)

Additionally, the job satisfaction denotes the positive emotional state that employees experience concerning their work, which emerges from assessing their work environment, the results of their efforts, and the acknowledgment they receive, along with their emotional reactions of feeling either satisfied or dissatisfied. This notion includes various elements such as workload, remuneration, colleagues, and supervisors. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity. Approaches to enhance job satisfaction involve recognizing and appreciating work accomplishments, fostering a safe and supportive work atmosphere, and reassessing the compensation and benefits framework. Private enterprises frequently misalign their vision and mission within the context of varied business and industrial landscapes. This encompasses challenges associated with effective leadership, employee motivation, work-related stress, and the expensive process of rejuvenating business brands. Additionally, there is a deficiency in effective information and communication processing within human resources development, resulting in challenges in navigating intense competition in business growth and innovation, which could facilitate recovery during the global pandemic. An analysis can be anchored in the research gap identified within the high-tech industry. The innovative research outcomes arise from the formulation of a human resources model designed to improve job satisfaction, which could substantially enrich the existing literature on Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF).

Further, the Potential Research Model of the foundation of this study pertains to the concept of job satisfaction, which reflects the favorable emotional condition of employees in relation to their work. This condition emerges from the assessment of their work environment, the results of their efforts, and the recognition they receive, alongside their emotional responses of feeling either satisfied or dissatisfied. This notion includes a variety of elements, such as workload, remuneration,

colleagues, and supervisors. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity. Approaches to improve job satisfaction include acknowledging and valuing work accomplishments, fostering a safe and supportive workplace, and evaluating the compensation and benefits framework. The analysis of corporate strategies, with a focus on job satisfaction, acts as a strategic basis for the growth of organizations in today’s technologically advanced landscape and pursues the job satisfaction and organizational performance in the National Firms within the competitive advantage and Enhancing the business recovery as follow figure 2 below:

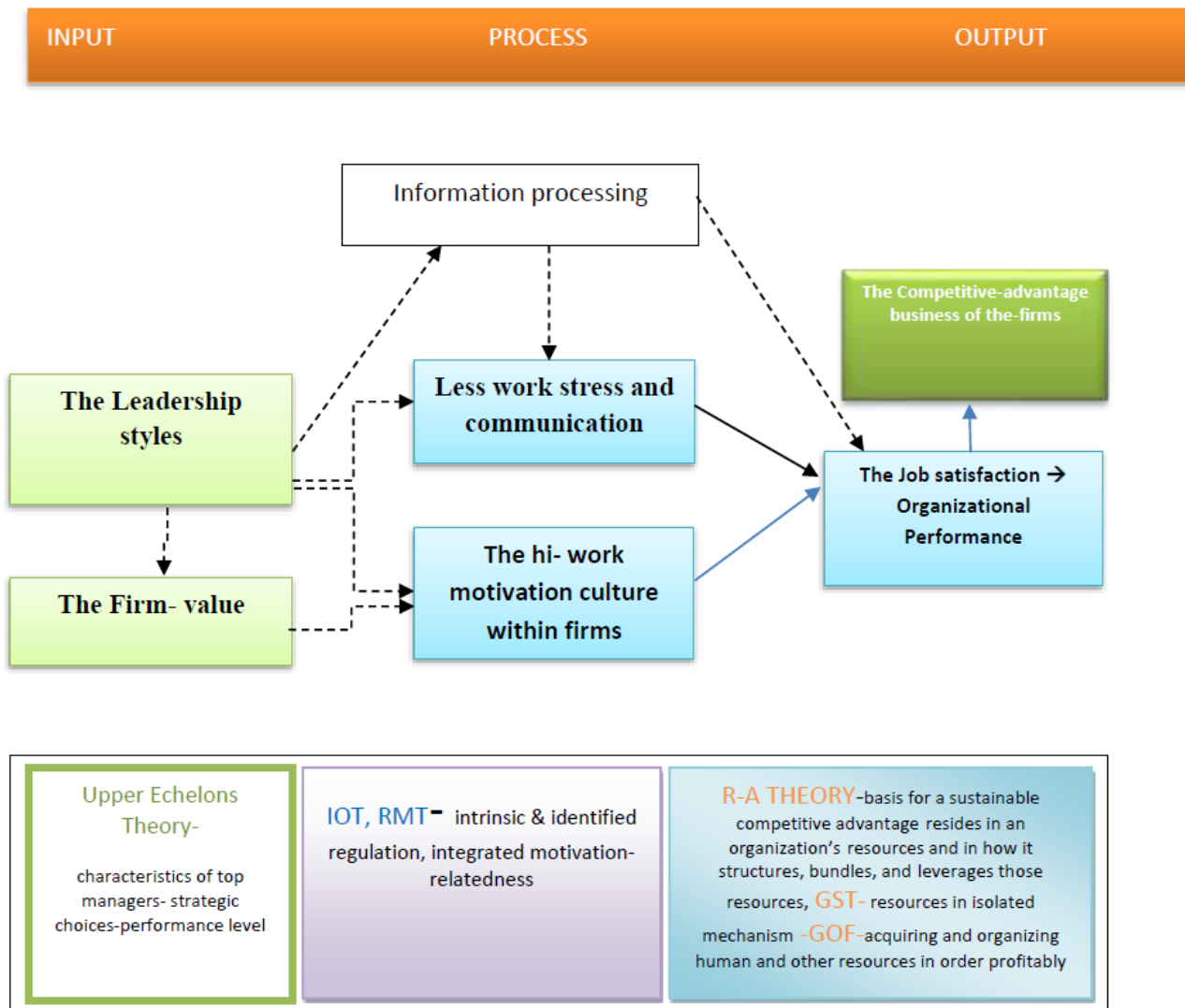


Fig.2. The Potential Research Model of pursue the job satisfaction
 (Source: Develop from an Author- concept)

The hypothesis in these inquiries the conceptual research model on figure 2 above, as follow:

H1: The factors influencing job satisfaction and organizational performance in high-tech national companies are essential for achieving a competitive edge in the business landscape, particularly when considering liquid investments as a moderating variable that contributes to improving business recovery.

3.0 RESEARCH METHOD

The basis of this research revolves around the idea of job satisfaction, which signifies the positive emotional state of employees concerning their work. This state arises from their evaluation of the work environment, the outcomes of their efforts, and the acknowledgment they receive, along with their emotional reactions of feeling either content or discontent. This concept encompasses various factors, including workload, pay, coworkers, and management. Employees who indicate high levels of job satisfaction generally exhibit greater commitment and productivity. Strategies to enhance job satisfaction involve recognizing and appreciating work achievements, cultivating a safe and supportive work environment, and reviewing the compensation and benefits structure. The examination of corporate strategies, particularly regarding job satisfaction, serves as a strategic foundation for the advancement of organizations in the current technologically driven environment. Job satisfaction refers to the positive emotional state that employees experience in relation to their work, which arises from evaluating their work environment, the outcomes of their efforts, and the recognition they receive, along with their emotional responses of feeling either content or discontent. This concept encompasses various factors such as workload, compensation, colleagues, and supervisors. Employees who indicate high levels of job satisfaction generally exhibit greater commitment and productivity. Strategies to improve job satisfaction include acknowledging and valuing work achievements, creating a safe and supportive work environment, and reevaluating the compensation and benefits structure. Private companies often misalign their vision and mission within the context of diverse business and industrial environments. This includes challenges related to effective leadership, employee motivation, work-related stress, and the costly process of revitalizing business brands. Furthermore, there is a lack of effective information and communication processing within human resources development, leading to difficulties in navigating intense competition in business growth and innovation, which could aid recovery during the global pandemic. An analysis can be grounded in the research gap identified within the high-tech sector. The innovative research findings stem from the development of a human resources model aimed at enhancing job satisfaction, which could significantly contribute to the existing literature on Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF). This model is intended to be constructed through an investigation of high-tech industrial companies. Additionally, the research will employ a predictive methodology using multivariate SEM data analysis, integrating all latent variables with SmartPLS based on a variance-based matrix within the structural equation model.

Indeed, the quantitatively assessments method was conduct in this study with research design of the cross-sectional survey and the sample and data collection, the respondent in digital era as which participated within the consecutive- total sampling on the National firms (Mathwick, Wagner, & Unni, 2010; E. Thomas, 2013). Hence, the data would be collected from in industrial estate in JABODETABEK, which used the national- hi-tech product and in this study conducted within an area sampling that it selected by researcher within matching criteria (Sekaran U and Bougie R (2016). Moreover, the measurement of variables, the investigation was conduct to the self-administered questionnaire of the rating scale for among latent variables and to make the response that they were use the newest technologies (Sekaran U and Bougie R (2016). Moreover, the tools-instrument would within the independently cross-sectional technique and conducted with the rating

scale as an interval data scale (1 to 10 very agree). Further, the validity and reliability construct test that conducted with measurement model in the SmartPLS-SEM among variables (Hair, Black, Babin and Anderson, 2010).

The methodology of research in the field of human resource management is fundamentally anchored in the concept of job satisfaction, which reflects the positive emotional state of employees regarding their work. This emotional state emerges from their assessment of the work environment, the results of their efforts, and the recognition they receive, alongside their emotional responses of feeling either satisfied or dissatisfied. This notion includes a variety of elements, such as workload, remuneration, colleagues, and management. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity. Approaches to improve job satisfaction consist of acknowledging and valuing work accomplishments, fostering a safe and supportive workplace, and reassessing the compensation and benefits framework. The applied methodology is anticipated to yield robust results to establish a competent and reliable business strategy model capable of confronting the current global business competition.

4.0 DATA ANALYSIS, THE MODEL OF FITTING AND HYPOTHESIS TESTING

The job satisfaction denotes the positive emotional state that employees experience concerning their work, which emerges from assessing their work environment, the results of their efforts, and the acknowledgment they receive, along with their emotional reactions of feeling either satisfied or dissatisfied. This notion encompasses a variety of elements such as workload, remuneration, colleagues, and supervisors. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity. Approaches to enhance job satisfaction include recognizing and appreciating work accomplishments, fostering a safe and supportive work atmosphere, and reassessing the compensation and benefits framework. Private enterprises frequently misalign their vision and mission within the context of varied business and industrial landscapes. This encompasses challenges associated with effective leadership, employee motivation, work-related stress, and the expensive process of rejuvenating business brands. Moreover, there exists a deficiency in effective information and communication processing within human resources development, resulting in challenges in navigating intense competition in business growth and innovation, which could facilitate recovery during the global pandemic. An analysis can be anchored in the research gap identified within the high-tech sector. The innovative research outcomes arise from the formulation of a human resources model designed to enhance job satisfaction, which could substantially contribute to the existing literature on Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF). This model is intended to be developed through an exploration of high-tech industrial firms. Furthermore, the research will utilize a predictive methodology employing multivariate SEM data analysis, integrating all latent variables with SmartPLS based on a variance-based matrix within the structural equation model.

Further, the SmartPLS-SEM analysis is suitable to analyze a complex path model, which could not be predicted using a covariant-based SEM. Furthermore, this research focused on predicting the enhance job satisfaction and performance and the competitive advantage in business within the liquid investment as a moderating variable to attempt the business recovery as well conditions.

Thus, the SmartPLS-SEM is used for a prediction-oriented approach in the management science research model. The SmartPLS-SEM is used to identify the configuration for the job satisfaction and performance of the firms to achieve a higher level of enhances the competitive advantage of among national- enterprise (Hinterhuber, 2017; Nguyen, Mia, Winata, & Chong, 2017).

Indeed, the SmartPLS- SEM have a robust method to anticipate multivariate normality data, the multi-collinearity conditions and blocks within indicators as the observed variables, and determine the errors in the model specification to fitting the research model. Hence, the partial least square could also utilize samples from small sizes (30 to 100), the reflective of the among latent construct development, and also the calculate the moderate effect of the liquid investments to pursue the organizational performance of the national firms (Cavazotte, Moreno, & Bernardo, 2013). Further, the results from the SEM- SmartPLS will then be analyzed using the bootstrapping technique to assess the level of the significance between the hypothesis using the 2nd order path. The other aim of the bootstrapping technique is to estimate the effect of moderator variable; the liquid investments. Moreover, an effect of liquid investments would be tested for the enhance organizational performance and fostering the competitive advantage in business of the enterprises base on IOT within management science. The partial least square (PLS) analysis consists of two stages (Cavazotte et al., 2013; Cepeda Carrión, Henseler, Ringle, & Roldán, 2016; Ghozali, 2021; Hair, Ringle, & Sarstedt, 2011).

Actually, the one step approach have pertains; **the outer model** use to validation and reliably assessments among parameter's and the structural hybrid full model as the inner model development and used the prediction strategies were conducted in this multivariate quantitative data analysis, with a testing the validity and the reliability construct, also synthesis the fitting model and hypothesis proved conduct with **the inner model assessments** (Susilo and Yulius, 2017). Moreover, the research result would have for the data analysis pertain: the sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value < 2.50 and an univariate and multivariate of normality test. Hence, the Model of Fitting and Hypothesis testing, the goodness of fit research model could be analyzed within the indexed value. Moreover, the entire hypothesis confirmed was conducted with the p value less than 0.05.

5.0 CONCLUSIONS AND RESEARCH CONTRIBUTION.

Conclusions, the research result could have a successfully to predict among hypotheses, and the greatest value can find to pursue job satisfaction and performance and the competitive advantage business on the national corporations. The researcher hopes the fulfillment the research gap within the new research model to achieve the job satisfaction and organizational performance within superior categories and the competitive advantage business of firms. The research contribution, the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of the resources advantage, job satisfaction and an organizational performance of the national hi-tech venture. Moreover, the conducted with the IOT, RMT, R-A theory, GST and GOF as the explanations and predicted also the theory of the growth of the firm to the confirmatory for the attempt the organizational performance and the competitive advantage business of the firms that its will investigate on the market- based research in HR management science that it conduct the latent liquid-investments as the moderating variable.

Additionally, the conclusions drawn from the background and the foundation of this research center on the concept of job satisfaction, which represents the favorable emotional condition of employees in relation to their work. This condition emerges from their assessment of the work environment, the results of their efforts, and the recognition they receive, along with their emotional responses of feeling either satisfied or dissatisfied. This notion includes a variety of elements, such as workload, salary, colleagues, and management. Employees who report high levels of job satisfaction typically demonstrate increased commitment and productivity.

Approaches to improve job satisfaction consist of acknowledging and valuing work accomplishments, fostering a safe and supportive workplace, and reassessing the compensation and benefits framework. The analysis of corporate strategies, especially concerning job satisfaction, acts as a strategic basis for the progress of organizations in today's technology-driven landscape.

Further, the job satisfaction signifies the favorable emotional condition that employees experience in relation to their work, which arises from evaluating their work environment, the outcomes of their efforts, and the recognition they receive, along with their emotional responses of feeling either pleased or displeased. This concept encompasses a range of factors such as workload, compensation, colleagues, and supervisors. Employees who report elevated levels of job satisfaction typically show enhanced commitment and productivity. Methods to boost job satisfaction include recognizing and valuing work achievements, cultivating a safe and supportive work environment, and reassessing the compensation and benefits system. Private organizations often misalign their vision and mission within the context of various business and industrial landscapes. This includes challenges associated with effective leadership, employee motivation, work-related stress, and the costly process of revitalizing business brands. Furthermore, there is a shortfall in effective information and communication processing within human resources development, resulting in difficulties in navigating intense competition in business growth and innovation, which could support recovery during the global pandemic. An analysis can be anchored in the research gap identified within the high-tech sector. The innovative research outcomes arise from the creation of a human resources model aimed at enhancing job satisfaction, which could significantly contribute to the existing literature on Organismic Integration Theory (OIT), Resource-Advantage Theory (R-A), General Systems Theory (GST), and the Theory of Goal Orientation Framework (GOF). This model is intended to be developed through an exploration of high-tech industrial firms. Additionally, the research will utilize a predictive methodology employing multivariate SEM data analysis, integrating all latent variables with SmartPLS based on a variance-based matrix within the structural equation.

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Declaration of conflicting interests

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