

The Relationship Between Strategic Orientation and Organizational Performance in Online Transportation

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Abstract

The objective of this research is reveal whether the relationship between strategic orientation and organizational performance exist especially in online transportation from the perspective of customers. The method in this study using the questionnaires and face to face interview in order to gain the more insights. The context of this study in big cities of Jakarta, Tangerang, Bekasi, Depok, Bogor and the sorroundings where the online transportation operate. Further, structural equation modeling was performed in order to test the construct relations in theoretical framework of this study. The study reveals all types of strategic orientation: market orientation, brand orientation, and technology orientation have significant relationships towards organizational performance. The present research is expected to extend the prior research contributing to the extant literature by investigating an emerging concepts and deeper understanding of strategic orientations and its possible antecedents.

Keywords

Online transportation, Organizational Performance, Strategic Orientation

Biographies

Evo Sampetua Hariandja is assistant professor at the Department of Management Faculty of Economics and Business Universitas Pelita Harapan. He earned BE in Industrial Engineering from Institute of Technology Bandung, Master of Management in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and Doctor of Science in Management from Institute of Technology Bandung. He has published journal and conference papers. Dr. Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of IEOM Society International, Academy of Management, British Academy of Management, Institute of Industrial and System Engineers, Indonesian Engineers Association, Strategic Management Society, and American Marketing Association.

Josephine Mulyani is a research assistant at Department of Management Faculty of Economics and Business Universitas Pelita Harapan. Ms. Josephine hold a Bachelor of Science degree in Management from Universitas Pelita Harapan. She has been recognized as a pianist and a business woman in florist. She has taught courses in entrepreneurship and international business. Ms. Josephine has published her paper in International Conference on Multidisciplinary Research. Her research interest in entrepreneurship, international business, marketing capability and digital business.