

Pengaruh relational norm terhadap tipe strategi perusahaan

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20406484&lokasi=lokal>

Abstrak

Companies do not only need good relationships with customers or users of the products or services used but also relationships with marketing channels. Every company in a competitive industry should have a strategy to be able to do business, to create value and to compete. This study investigates the effect of relationalism at the level of company's competitive strategy which includes aggressive marketing, product specialization, and price leadership strategies. Data were collected by distributing questionnaires directly to the sales and marketing managers who became respondent of this survey-designed study. Data from 162 respondents were analyzed using AMOS 18.0 where the result shows that the level of relationalism has positive effect on aggressive and price leadership strategies but not to product specialization strategy.