

Using Technological Relational Capabilities to Investigate Marketing Performance in International Wooden Market

Nuryakin* and Berta Bekt Retnawati**

*Master of Management Department
Universitas Muhammadiyah, Yogyakarta
Bantul, Yogyakarta. 55183
e-mail: nuryakin@umy.ac.id

**PhD Marketing Program Faculty of Economics and Business
Diponegoro University, Semarang
Semarang. 50241
e-mail: bertabekti@gmail.com

Abstract

This research aims to analyze the effect of technological relational capabilities on international market entry strategy and export marketing performance. This study used a sample of medium and large scale industry in wooden export market orientation in Jepara region. The paper proposes a conceptual model of the relationship between technological relational capabilities on export marketing performance. A purposive sample consisting mainly of wooden export market orientation was selected. The primary data were collected through a questioner, and AMOS was used to test for the hypothesis relationships. The findings concluded that technological relational capability positively effects on export marketing performance and international market entry strategy as the intervening between technological relational capabilities on export marketing performance.

Keyword : *technological relational capabilities, international market entry strategy, marketing performance*

1. Introduction

The recent development of technology has demanded organizations in utilizing their resources and expertise to developing a business strategy [1]. The precise strategy determining will create competitive for the organization that will be assure its existence. Taiwo [2] has explained that an organization needs to create their strategy and achieve their competitive advantage and target of the organization through conceptualizing, designing, and executing various strategies. Moreover, Bharadwaj, Varadarajan [3] stated that the purpose of the competitive strategy is to achieve sustainable competitive advantage in order to enhancing business performance.

The role of organization's ability in utilizing information technology and internet to achieve performance in international market has been investigate e.g. [4-7]. According to, Moen, Madsen [6] asserts the crucial role in utilizing internet for companies to achieve the international market through business to business partnership. Furthermore, Moen, Madsen [6] explain the utilization of ICT in business relationship can be used by the organization to search market information and to create a value life time relationship. The research has also concluded that the ICT utilization has also positively related to the organization's satisfaction in building new market.

The effect of IT capability to enhancing performance have also been studied in the different context an organization, such as in banking industry [8], in SMEs [9-12], in financial service organization [13] and in multinational company [14]. Moreover, those studies explain the important role of IT utilization for organization in improving business performance, either from the financial performance, operational performance, or marketing performance. Ngugi, Bournemouth University [15] explain the role of technological relational capability to achieve international market.