



The Influence of Resource Based View and Business Performance on Business Competitiveness (Case Study at PT. JAS Mulia, North Luwu Regency)

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ARTICLE INFO

ABSTRACT

Article History:

Received: Jan 08, 2022

Revised: Jan 26, 2022

Accepted: Feb 28, 2022

Keywords:

Resource Based View ,
Business Performance,
Business Competitiveness.

Research aims to determine the effect of *Resource Based View* and Business Performance on Business Competitiveness in North Luwu Regency. The population in this study the population is employees of PT. JAS Mulia, which has 200 employees. The number of samples in this study by calculating using the Slovin formula, then obtained a sample of 133 employees . The data analysis method used is multiple linear regression. The results showed that the *Resource Based View* does not have a positive effect on business competitiveness, while business performance has a positive effect on business competitiveness.

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1. Introduction

[1] Says that nowadays companies must have a strategy. There are many forms and strategies that can be obtained from one company or another and from one situation to another, it is differences like this that give rise to intense competition for companies. Therefore, each company must create a good strategy to win the market. Currently, the competition in the business world is very tight, as is the competition in the world of palm oil. Because in South Sulawesi it is known as a producer of *Crude Palm Oil* (CPO) or commonly known as Crude Palm Oil.

PT. JAS Mulia, North Luwu Regency is one of the palm oil companies in South Sulawesi. Not only producing CPO PT. JAS Mulia, North Luwu Regency also produces palm kernel (palm kernel oil), the oil produced is mostly exported to various countries, one of the countries that often PT. JAS Mulia, North Luwu Regency for palm oil exports, namely Malaysia because PT. JAS Mulia, North Luwu Regency already has contracts with many companies in Malaysia.

With so many palm oil companies that exist, business people have to fight even more to get the targets they want to achieve. One of them is the business performance method, [2] says business performance is the influence of company entrepreneurship and the influence of employees in improving an achievement that a company wants to achieve. [3] Also said business performance is an organizational or company activity in describing and creating value for its customers both internally and externally.

Resource Based View are resources that exist in the company and capabilities that are not the same as other companies. [4] said *resource based view* in responding to the interests of employees, it is necessary to strategically develop employee capabilities in managing human resources based on the principles of social responsibility (normative and structural) which aims to respond to the interests of employees.

With so many competitors in the palm oil business in South Sulawesi, PT. JAS Mulia, North Luwu Regency needs to improve its competitiveness, business performance, and human resources in order to maintain the viability of its business, this lies in how the company innovates.

With the explanation of the background above, the researcher raises the title about "the influence of *resource based view* ".and business performance on business competitiveness at PT . JAS Mulia, North Luwu Regency".



2. Methods

The method used by the researcher in this research is to use the method of observation and questionnaires, in which the observation is that the researcher goes directly to the field to see the conditions or monitor the place of research. Meanwhile, the researcher distributed the questionnaire to the company PT. JAS Starting from North Luwu Regency, 133 questionnaires were distributed, of which 133 were obtained from a population of 200 and then calculated using the Slovin formula which got a value of 133 samples.

This study also uses qualitative and quantitative methods, qualitative analysis, namely researchers get data from interviews and questionnaires. The resulting data are then grouped and interpreted. While quantitative analysis is used by researchers to obtain data by giving several questions from variables that describe business competitiveness at the company PT. JAS Starting in North Luwu Regency, the data was collected by calculating the total score from filling out the distributed questionnaires and measuring the questionnaire using a Likert scale.

2.1 Data

The data analysis technique used by the researcher in this study is to use multiple linear regression analysis techniques which aim to determine the effect of *resource based view* and business performance on business competitiveness at PT . JAS Mulia, North Luwu Regency a. Multiple linear regression formula as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y : Business Competitiveness

X₁ : *Resource Based View*

X₂ : Business Performance

α : Constant

β₁ : *Resource Based View* Variable Regression Coefficient

β₂ : Business Performance Variable Regression Coefficient

e : error

The researcher also conducted a t-test where the t-test was conducted to justify the hypothesis about the relationship between *Resource Based View* (X₁) and Business Performance (X₂) as the independent variable and Business Competitiveness (Y) was the dependent variable.

3. Results and Analysis

This study aims to determine the effect of *resource based view* and business performance on business competitiveness at PT . JAS Mulia, North Luwu Regency a. The results of data processing can be seen in the table and explanation below:

Table 1
Test Results

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	24,842	2.104		11.806	.000
1 Resource Based View (X1)	.004	.147	.002	.028	.977
Business Performance (X2)	.513	.091	.452	5,641	.000

Source: primary data processed, 2022

- a. Influence of *Resource Based View* on Business Competitiveness at PT. JAS Mulia, North Luwu Regency .

Partial statistical test results that have been obtained with *resource based view variables* (X₁) on business competitiveness (Y) the results of tcount obtained are 0.028 and t-table is 1.656 so tcount>ttable. With a significant value of 0.977 <0.05. In this study, it shows that there is no positive influence between *Resource Based View* to business competitiveness. *Resource Based View* has no role in business competitiveness. This is due to *Resource Based View* seen can not provide an advantage to business competitiveness.



This research is in line with [17] who also researched about *Resource Based View* on business competitiveness suggests that there is no significant effect between the variable *Resource Based View* to business competitiveness .

b. Influence of Business Performance on Business Competitiveness P on P T . JAS Mulia, North Luwu Regency a.

The results of partial statistical testing that have been obtained with the business performance variable (X_2) on business competitiveness (Y) the results of tcount obtained show 5,641 and ttable of 1,656 so tcount > ttable. With a significant value of 0.000 < 0.05. So this research has a positive effect, namely the higher the influence of business performance the higher the competitiveness of the business. Then it can be concluded that business performance has an effect on business competitiveness, which means the greater the influence of performance at the company at PT. JAS Mulia, North Luwu Regency , the business competitiveness is getting better.

This research is in line with [18] which says that there is a significant influence between performance on business competitiveness.

4. Conclusions

Based on the results of the research above, 2 conclusions are drawn, namely: (1) the influence of resource based view From the results of data processing, it can be concluded that the resource based view does not have a positive effect on business competitiveness in PT . JAS Mulia, North Luwu Regency a. This is due to resource based view seen can not provide an advantage to business competitiveness. (2) the effect of business performance on business competitiveness. From the results of his research, it can be concluded that business performance has a positive influence on business competitiveness, which means that if the influence of business performance is The bigger the business, the better the competitiveness.

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