

The Influence of Core Resource, Critical Resource, and Market Based Approach toward the Customer Value and the Influence of the Customer Value toward the Customer Loyalty of Organic Food Products

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Abstract

Strategic management researches in the perspective of core resource, critical resource and market based approach in the agricultural industry. Strategy is basically formulated to create continuous superior financial performance through competitive advantage. The research uses descriptive and explanatory methods. The type of this research is causality research with cross sectional approach and the sampling technique used is cluster area sampling. This paper discusses the research about the implementation of core resource, critical resource, and market based approach in the manufacturing of organic food product in Indonesia. The analysis instrument uses path analysis in order to determine the influence of core resource, critical resource, and market based approach toward the customer value and also, the influence of customer value toward the customer loyalty of organic food product. The result on this research reveals that there is a significant influence of the core resource, critical resource, and market based approach toward the customer value variables respectively and also, there is a significant influence of the customer value toward the customer loyalty of organic food product.