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LINKING ORGANIZATIONAL PERFORMANCE AND STRATEGIC ORIENTATION OF ONLINE TRANSPORTATION: A CUSTOMER'S PERSPECTIVE

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Abstract

The aim for this study is to understand the effect between strategic orientation towards organizational performance in online transportation from customer perspective. The approach of this study is quantitative research with data collection method using face to face interview through questionnaires. This study is conducted in an urban area of Grab users who domicile in Jakarta, Depok, Tangerang and Bekasi. 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: Brand Orientation, Market Orientation, Organizational Performance, Strategic Orientation, Technology Orientation.
