ABSTRACT

This research is an applied research which aims to build a new concept of network mobilizing quality to address the research gap between relational capital and business performance. This research model was tested on subsidiary companies of Bank Rakyat Indonesia. Relational capital with indicators of mutual trust, commitment, business alliance, and mutually beneficial relationships. BRI is the bank with the largest number of assets in Indonesia. However, Bank Rakyat Indonesia is still experiencing problems with business performance. This raises the question of what Bank Rakyat Indonesia should do to improve business performance.

This research was conducted by using a questionnaire which distributed through the Google Form application and assisted by Bank Rakyat Indonesia in Jakarta. Respondents in this study were branch heads or head of offices of each branch of Bank Rakyat Indonesia subsidiary companies with sample 267 respondents. The sampling technique in this study used Stratified Random Sampling. Variable measurements were carried out by using several indicators, then analyzed by using the Structural Equation Modeling (SEM) with AMOS version 22 software.

The results showed that companies that are able to build and improve the mobilizing quality of networks can improve business performance. The test results by using direct and indirect affect provide empirical evidence that relational capital and customer relationship management indirectly affect business performance through the network mobilizing quality. This study found that the strongest influence of causality is the direct effect of evangelism marketing capability on business performance.

Keywords: Relational capital, Customer relationship management, Network mobilizing quality, Evangelism marketing capability, Business performance.