

The Impact of Export Activity, Location, Size and Supply Chain Management on Firm's Performance

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Abstract-The foremost purpose of the current study is to examine the impact of export activities along with location, size and supply chain management impact on the firm performance of the pawnshop situated in Jember, Indonesia. The data has been gathered from the employees of pawnshop situated in Jember, Indonesia by using questionnaires while PLS-SEM has been executed for analysis purpose. The results indicated that export activities, location, size and supply chain management have positive along with the significant impact on the firm performance of the pawnshop situated in Jember, Indonesia. These findings are valuable for the new researchers while investigating this area in future along with the policymakers who want to develop the policies related to the supply chain and firm performance.

Keywords; Export activities, Supply chain management, Firm performance, Firm size

1. Background

Various key factors determine the performance of firms whether listed or non-listed in the stock exchange of any country. It is pertinent to mention that the factors with variant measures are significant in the firms. The context of a firm's performance is prevalent on various elements that widely performs for the performance. Companies grow on behalf of various elements that are significant for the results of better growth of firms. The administration of elements that prevail in organizational performance strives in dominant ways in which they are formed, while the eminence of elected elements could provide significant measures [37]. Businesses are formed for various reasons in the markets, while the use of different terms enumerates possible means of enhancing the performance of firms. The growth of the business is prevalent on the vast knowledge that induces various effects on firms, although dominant measures endorse all possible results the significance of all effective terms could enumerate positivity towards companies' growth [17]. Knowledge is an important element that helps various modes of companies to act accordingly for the achievement of better performance, while the inducted elements by the study also insert dominant measures for increasing performances. The activities that are involved in markets impact the levels of firms through various factors,

although the dominance of elements is significant for results the elected factors could assert better findings for the performance of firms [4].

The sustainability of firms are dependent on various environmental stages but the use of effective policies could assert significant performance. It is dependent on the level of activities that are formed by the companies to act definitely for the companies, while activities are prevalent on the support of companies itself [9]. Some procedures require approving elements that are prevalent on the higher authorities towards the effective results but ultimate growth is dependent on the hierarchical structures that dominate in decision making. Companies usually perform different functions for the better profits, although companies do strive for better profits the ultimate effects of dominant measures could provide significant performance for the firms which earns all possible gains [7]. Through the policies and procedures designed by companies, imports and exports are made which asserts better results for eminent performance while striving in the competitive markets. Most of the companies are based on exports and imports which significantly results in achieving higher performances while remaining in the competitiveness of the global world. It is dominant for the firms to have better positions in markets through variant strategic measures where the location of firms are dominant [22]. The best locations of firms also induce some dominant impacts on the levels of the firm while in a competitive world, location is dominant in various companies which are quite conscious for retaining better performance.

Most of the locations are based on insignificant areas while companies continuously earn better profits, all of such is based on the effectiveness of strategies which are formed in past links [12]. Location of companies viably dominates in the competitive world, while the companies strive for higher performance acts differently with plenty of strategies where the location is an important element. The sizes of companies are also prevalent in strategic measures which dominate in the global world where achieving a significant performance of the firm is quite complex. Although, different companies strive for attaining better performance the effectiveness of size is

effective to measure by the companies which eminently dominates in strategic policies by various companies [21]. Various operational measures are prevalent on the size of companies which could cause important impacts on the firm performance but the effectiveness of sizes significantly elected by companies could enhance the performance levels. The element of supply chain exists in various parts of the firms which are dominant for the attainment of performance [26].

The variant strategic measures involve the use of a supply chain which effectively results in markets where the other companies lack such measures. Different use of supply chain results in the effectiveness of achieving high performance of the firms which companies usually expects by the strategic elements put forward for better growth [20]. Firm performance is measured through various components but the effectiveness of supply chain inserts all dominant measures to enumerate better performance of a firm. The effectiveness of dominating elements usually prevails in the companies that strive for significant growth. Using various elements like activities of export and import companies usually can get better performances from the markets while the implementation of eminent measures elected in this study also induces eminent influence. There is a chain between companies and competitors where the use of various activities put enormous impacts over the levels of performance that prevail in global markets [8]. Numerous elements affect firms' performance where the levels of ascertainment are dominating which refers somehow positive and negative implications toward companies. Using effective techniques, companies can enhance performance levels rather than using elements that affect the performance of firms.

2. Hypotheses development

The dominance of various elements prevails in the literature that widely influences the performance of the firm. Although, many factors have been widely discussed by literature the effective measures are dominated by a variety of studies that influenced the performance of the firm. Usually, some uncertain elements are formed through intellectual measures for the betterment of companies but the effective policies induce dominant measures for effective performance levels [19]. Using different strategies by the help of various studies could assert better results in elaborating the performance of firms. Where a variety of components have enumerated significant results for the enhancement of firms performance but the effective use of dominating factors could also assert a better level of growths [6]. By using various activities like exports and imports significantly results for the impacts on performance levels whether attaining whether influencing. The effectiveness of location and size dominates in literature which includes

the usage of supply chain management enumerating the incremental performance of firms. The prevalence of significant elements is widely elaborated by literature that has induced dominant impact over the firm's performance [34]. Companies use effective strategic measures that are important for the markets which usually ascertain the performance of companies, although majority elements influence the performance better strategies usually induce positive implications toward the growth of companies. The existence of elements elected by the study induces some dominating effects which are important in elaborating the performance of the firm both positively and negatively [36].

Various activities in the companies dominate due to its significance over the markets for attaining various objectives. Usually, imports and exports dominate in companies with significant importance that help companies to achieve better performance [25]. Although, trade is an important element which helps companies to put the name in international markets the ultimate objectives of companies involve better performance [32]. Goods are sold and purchased from the markets, while selling of goods involves higher levels which dominate in higher performances over the literature. The studies referred to activities of export an important element through which companies can get higher benefits inclusive of higher performance from the global markets [11]. Companies usually sell products by retaining various names in markets, while the exporter is only indulged in the matters of exporting products in international markets. There is a significant prevalence of export activities over the literature which defined companies attaining better performance [24]. Various involvements of business in plenty of activities tend to be named as a company, although services are imported and exported the significance of companies involves the achievement of performance over different activities. The authorities of customers are usually required by various companies for the export of goods internationally where the companies are highlighted due to the level of services companies are providing [10]. The prices of goods are also dominating element over the markets where the proper mechanism of agreed prices are required by the importers and exporters to meet the contracts.

H1: Export activity significantly influences the firm's performance.

The impacts of location are widely dominated by literature over the performance of the firm. Most of the companies are unable to achieve higher performance due to measures of location that prevail in international markets and local markets. Customers are usually attained through the diverted intentions of location images over the brochures of companies which exists over the market to induce impacts [15]. Using the effectiveness of location

measures dominates over the literature impacts the firm performance where the importance of firm location usually influences the intentions of competitors and customers as well. Some elements usually cost companies with variant measures in the attainment of performance levels; therefore, the effective location could eliminate the influence over the significant performance [29]. It is dependent on the companies to operate from certain places where the meetings are organized with customers and competitors; therefore, impacts over the customers and competitors by eminent location help companies to put influence in markets [13]. It is prevalent on the competitors and customers as well to endorse the location of companies after influencing which could cause the impacts over international markets [14]. The factor of location is significant for the measurement of performance in global markets where the existence of the firm is based on the exact locations [38]. Some companies usually operate their activities from the location which is not identified to various customers; therefore, also causes influence over the attention of customers which could derail firm performance.

H2: Location positively influences the firm's performance.

It is dependent on the variation of company sizes and product sizes, although product sizes are dominated due to the demands the ultimate size of companies dominate with significant importance. Size of the firm is considered as a well-known measure that dominates in the literature over plenty of studies [30]. Referred to the ascertainment elements, size is a significant element for measuring the performance of firms which could also induce some eminence over the other companies. In the terms of business which are operated in various groups are known by the size of firms which are operated for the similar objectives; therefore, size of the firm usually endorse important impact in position over markets [28]. The smaller size of firms is usually operated from any placed which are not influencing the customer intentions, while the performance of companies is also not considered dominating measure in small firms. Therefore, companies usually focus on their sizes to divert the intentions of customers, while products are also countered as the eminent element [2]. The significance of firm size widely discussed in the literature with vast effects over the performance measures where the sizes are measured with the level of operations that companies usually inserts in markets [1]. The significant linkage of firm performance and size dominates in literature with a variety of ascertaining elements; therefore, the effectiveness of sizes could elaborate eminent performance of firms.

H3: Size of firm significantly impacts the firm's performance.

Operations of companies involve various activities where the involvement of chains between different

products and productions are significant in the company's growth. The use of supply chain management significantly contributes to the higher performance of companies. The role of supply chain management vastly elaborated by literature inducing a variety of impacts over the firms where the performance of a firm is one of them [31]. Wide usage of supply chain management includes various objectives for product development where ultimate impacts are driven over the firm's performance. There is a gap between customers and products that are in the warehouses and stores; therefore, supply chain management inserts effective measures to reduce the gap between product and customers [37]. Although many elements are eliminated by the use of supply chain management the firm performance is based on the effective usage of supply chain management as stated by a variety of studies [35]. Companies contribute various benefiting elements for the customers to achieve better performance where the existence of supply chain management is an enormous measure [16]. Supply chain management as enumerated by the studies widely plays a role between companies and international markets. Although, products involve the process of distribution among the customers; therefore, the effectiveness of supply chain management helps companies to overcome the prevailing issues that dominate in the literature [9]. Using various terms of supply chain management eminently impacts the firm performance whether enhancing or reduction over the markets.

H4: Supply chain management significantly influences the firm's performance.

3. Methodology

The foremost purpose of the current study is to examine the impact of export activities along with location, size and supply chain management impact on the firm performance of the pawnshop situated in Jember, Indonesia. The data has been gathered from the employees of pawnshop situated in Jember, Indonesia by using questionnaires. During the first visit, 540 questionnaires have been distributed among the respondents while only 370 questionnaires have been returned for analysis that represents 68.52 percent. Moreover, PLS-SEM has been executed for analysis purpose because it seems to be the best estimator while in case of complex models. The variables that have been adopted by the ongoing study include for predictors such as export activities (EA) that has seventeen items [3], size (SZ) that has six items, location (LC) that also has seventeen items [23] and supply chain management (SCM) that has ten items [39]. In addition, one predictive variable has been used such as firm performance (FP) that also has ten items [5]. These variables are shown in Figure 1.

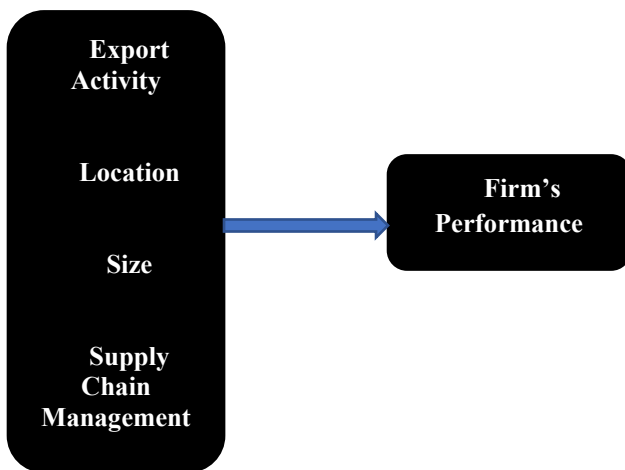


Figure 1. Theoretical framework

4. Results

The results show that higher than 0.50 values of loadings and AVE while more than 0.70 values of CR and Alpha indicated that high correlation among the items and valid convergent validity. These values are shown in Table 1.

Table 1. Convergent validity

Items	Loadings	Alpha	CR	AVE
EA1	0.825	0.965	0.968	0.644
EA10	0.743			
EA11	0.831			
EA12	0.795			
EA13	0.834			
EA14	0.817			
EA15	0.808			
EA16	0.720			
EA17	0.791			
EA2	0.791			
EA3	0.836			
EA4	0.844			
EA5	0.832			
EA6	0.834			
EA7	0.810			
EA8	0.719			
EA9	0.797			
FP1	0.572	0.920	0.934	0.588
FP10	0.788			
FP2	0.765			
FP3	0.841			
FP4	0.642			
FP5	0.808			
FP6	0.802			
FP7	0.783			
FP8	0.817			

FP9	0.805			
LC1	0.612	0.959	0.958	0.573
LC10	0.703			
LC11	0.808			
LC12	0.787			
LC13	0.832			
LC14	0.815			
LC15	0.788			
LC16	0.798			
LC17	0.703			
LC2	0.598			
LC3	0.691			
LC4	0.775			
LC5	0.701			
LC6	0.824			
LC7	0.802			
LC8	0.779			
LC9	0.799			
SCM1	0.831	0.935	0.946	0.663
SCM10	0.578			
SCM2	0.858			
SCM3	0.849			
SCM4	0.812			
SCM5	0.865			
SCM6	0.861			
SCM7	0.854			
SCM9	0.778			
SZ1	0.953	0.959	0.968	0.834
SZ2	0.830			
SZ3	0.951			
SZ4	0.954			
SZ5	0.828			
SZ6	0.953			

The results also show that the values that show the link with constructs itself are more than the links with others in case of Fornell Larcker and cross-loadings and indicated that no high correlation among the variables and valid discriminant validity. These values are shown in Table 2 and Table 3.

Table 2. Fornell Larcker

	EA	FP	LC	SCM	SZ
EA	0.803				
FP	0.519	0.767			
LC	0.318	0.335	0.757		
SCM	0.456	0.425	0.318	0.814	
SZ	0.478	0.503	0.313	0.404	0.913

Table 3. Cross-loadings

	EA	FP	LC	SCM	SZ
EA1	0.825	0.401	0.215	0.398	0.682
EA10	0.743	0.406	0.292	0.351	0.663
EA11	0.831	0.400	0.215	0.395	0.680
EA12	0.795	0.305	0.188	0.352	0.657
EA13	0.834	0.465	0.309	0.351	0.782
EA14	0.817	0.473	0.275	0.379	0.819
EA15	0.808	0.457	0.266	0.369	0.731
EA16	0.720	0.352	0.217	0.349	0.536
EA17	0.791	0.393	0.248	0.365	0.663
EA2	0.791	0.300	0.182	0.358	0.657
EA3	0.836	0.463	0.260	0.372	0.736
EA4	0.844	0.453	0.279	0.383	0.794
EA5	0.832	0.453	0.276	0.371	0.767
EA6	0.834	0.467	0.319	0.349	0.777
EA7	0.810	0.454	0.268	0.376	0.723
EA8	0.719	0.340	0.219	0.345	0.530
EA9	0.797	0.389	0.249	0.358	0.670
FP1	0.296	0.572	0.334	0.201	0.279
FP10	0.466	0.788	0.267	0.346	0.493
FP2	0.472	0.765	0.261	0.368	0.446
FP3	0.425	0.841	0.273	0.364	0.404
FP4	0.255	0.642	0.255	0.237	0.245
FP5	0.439	0.808	0.286	0.342	0.383
FP6	0.382	0.802	0.217	0.316	0.398
FP7	0.386	0.783	0.210	0.356	0.360
FP8	0.417	0.817	0.241	0.358	0.403
FP9	0.375	0.805	0.252	0.324	0.378
LC1	0.460	0.420	0.612	0.394	0.469
LC10	0.129	0.104	0.703	0.118	0.118
LC11	0.153	0.146	0.808	0.145	0.157
LC12	0.118	0.114	0.787	0.110	0.105
LC13	0.203	0.223	0.832	0.174	0.199
LC14	0.153	0.142	0.815	0.147	0.162
LC15	0.062	0.115	0.788	0.120	0.102
LC16	0.107	0.094	0.798	0.108	0.096
LC17	0.134	0.095	0.703	0.123	0.122
LC2	0.462	0.432	0.598	0.416	0.457
LC3	0.168	0.258	0.691	0.272	0.138
LC4	0.141	0.199	0.775	0.163	0.142
LC5	0.172	0.261	0.701	0.263	0.134
LC6	0.180	0.220	0.824	0.146	0.178
LC7	0.147	0.140	0.802	0.137	0.149
LC8	0.065	0.106	0.779	0.130	0.099
LC9	0.117	0.110	0.799	0.102	0.105
SCM1	0.325	0.345	0.271	0.831	0.292
SCM10	0.261	0.261	0.098	0.578	0.257
SCM2	0.399	0.348	0.249	0.858	0.342
SCM3	0.370	0.332	0.278	0.849	0.306
SCM4	0.401	0.304	0.275	0.812	0.354
SCM5	0.395	0.319	0.313	0.865	0.345
SCM6	0.415	0.381	0.264	0.861	0.361
SCM7	0.403	0.424	0.274	0.854	0.373
SCM9	0.348	0.362	0.279	0.778	0.309
SZ1	0.791	0.454	0.296	0.352	0.953
SZ2	0.819	0.472	0.270	0.394	0.830
SZ3	0.781	0.458	0.292	0.354	0.951
SZ4	0.798	0.447	0.299	0.354	0.954
SZ5	0.819	0.467	0.266	0.395	0.828
SZ6	0.787	0.448	0.287	0.352	0.953

The results also show that the values of Heterotrait Monotrait (HTMT) ratio are not larger than 0.90 and indicated that no high correlation among the variables and

valid discriminant validity. These values are shown in Table 4.

Table 4. Heterotrait Monotrait ratio

	EA	FP	LC	SCM	SZ
EA					
FP	0.535				
LC	0.231	0.862			
SCM	0.479	0.450	0.546		
SZ	0.303	0.527	0.232	0.425	

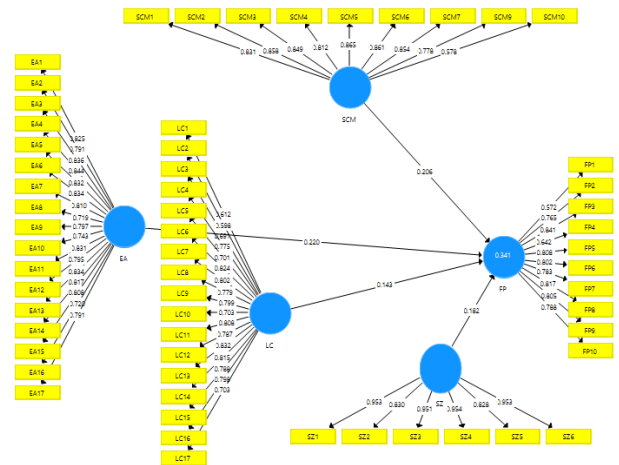


Figure 2. Measurement model assessment

The path analysis show that all the predictors such as export activities, location, size and supply chain management have positive along with significant linked with firm performance and accept H1, H2, H3 and H4. These values are shown in Table 5.

Table 5. Path analysis

Relationships	Beta	S.D.	t-statistics	p-values
EA -> FP	0.220	0.113	1.945	0.027
LC -> FP	0.143	0.050	2.847	0.003
SCM -> FP	0.206	0.057	3.645	0.000
SZ -> FP	0.182	0.106	1.717	0.045

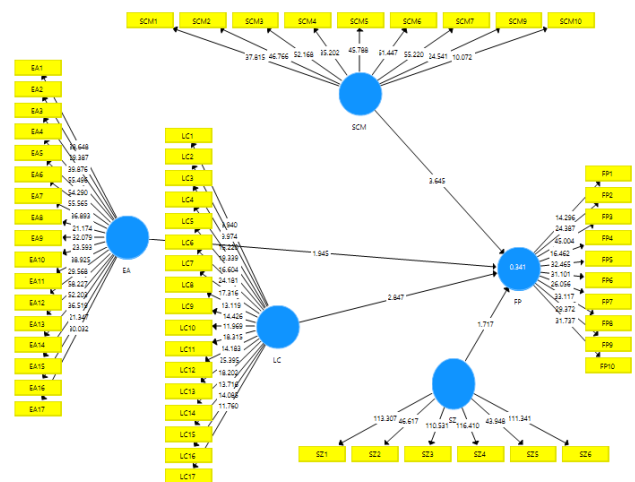


Figure 3. Structural model assessment

5. Discussion and conclusion

The results indicated that export activities, location, size and supply chain management have positive along with the significant impact on the firm performance of the pawnshop situated in Jember, Indonesia. These findings are the same as the outcome of the study of Srhoj and Walde [33] who examined that export activities are positively associated with the firm performance. In addition, these findings are also similar to the outcomes of the study of Kuncová, Hedija [18] who also examine that firm performance depends on the size of the firm. Moreover, a study by Pradhan, Swain [27] found that supply chain activities can enhance the firm performance and these findings are matched with the ongoing study findings. These findings are valuable for the new researchers while investigating this area in future along with the policymakers who want to develop the policies related to the supply chain and firm performance. Thus, the present study has concluded that the pawnshop of Indonesia has enough firm size, favourable location and effective supply chain activities that are the reason for high firm performance in the country. In addition, the present study has some limitations such as it ignored the moderation and mediation role in the model and suggested that future studies should include any moderator or mediator in the study. Moreover, the current study investigated only the pawnshop situated in Jember, Indonesia and ignored other business and recommended that future should expand their scope by adding more business in the analysis.

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