

ABSTRACT

Analysis of Motivation, Situational Interaction, and Inter Functional Integration and on The Effects the Creativity of Marketing Strategies and the Marketing Performances of the Bottled/Cupped Drinking Water Companies in East Java

The objectives of this research were to analyze and test the effects of *motivation, situational interaction, and inter functional integration* on the *creativity of marketing strategies and the marketing performances* of the bottled/cupped drinking water companies in East Java province.

The population of this research was 20 bottled/cupped drinking water companies, registered as the members of the Association of the Bottled/Cupped Drinking Water Business Owners of Indonesia (ASPADIN), East Java chapter. This research employed *complete enumeration* or census method, where samples and sampling techniques were not required.

The results showed that *motivation, situational interaction, ad inter functional integration* had direct, positive and significant effects on the creativity of the marketing strategies of the bottled/cupped drinking water companies in East Java. Theoretically, the findings clearly indicated that these three variables were fundamental antecedents for the marketing strategies. They played very important roles in the process of creating and implementing the company marketing strategies. The finding that *Inter functional integration* had no significant effects on the marketing performance was contradictive to the finding of the previous research. This contradiction clearly indicated that the causal relationship between inter functional integration and the marketing performance open for further studies.

The creativity of strategies a had direct, positive ad significant effect on the marketing performance of the bottled/cupped drinking water companies in East Java. Theoretically, the finding showed that the creativity of strategies was a fundamental antecedent which played important roles in boosting the marketing performances of the companies. The higher the creativity of the employees in the drinking water companies was, the better the marketing performance of the companies would be.

Keywords: Motivation, Situational Interaction, Inter Functional Integration, Creativity of Marketing Strategies, Marketing Performance