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### Performance of the innovation-passion model for post Covid-19 entrepreneurs

*Desempeño del modelo pasión-innovación para los empresarios post Covid-19.*

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#### ABSTRACT

Appealing to the concept of innovative financing, entrepreneurs refer themselves as the new normal entrepreneurs. Relatively, literature was the key creation of this study which indicated 1) perceived service quality 2) ROI-Return on Investment with customer retention and passion, and IROI-Innovative Return on Investment with dollars or baths entrepreneurs 3) managing the people side of innovation with links to the rules of engagement for minds and hearts and 4) authenticity. Respectively, for the synthesized review and production of this study, results revealed that the keywords of the authenticity of the innovation-passion model were 4 Ps: perception, purpose, preference, and profits.

**Keywords:** Authenticity, firm performance, perceived service quality, entrepreneurs

#### RESUMEN

Apelando al concepto de financiación innovadora, los empresarios se refieren como nuevos empresarios normales. Relativamente, se estudió la literatura sobre la creación clave de este estudio en la que se indicaron 1) calidad de servicio percibida 2) Retorno de la Inversión con Retención (ROI) y pasión del cliente, e IROI-Retorno de la inversión innovador con los emprendedores de dólares o baños 3) Manejo del lado de las personas innovadoras con vínculos a las reglas de participación para involucrar mentes y corazones y 4) autenticidad. Respectivamente, para la revisión sintetizada y la producción de este estudio, los resultados revelaron que las palabras clave de la autenticidad del modelo pasión- innovación fueron 4 P, por sus siglas en inglés: percepción, propósito, preferencia y ganancias.

**Palabras clave:** Autenticidad, desempeño de la firma, calidad de servicio percibida, emprendedores

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## INTRODUCTION

Undoubtedly, perceived service quality is a global attitude or assessment of the superiority of service for keeping the wealthy of the firms' performance outcomes in the recent economic downturn (Sari et al.: 2018, pp. 593-604). The focus of this concept can be defined as innovative firms will need to devote significant performance to managing through true authentic innovation in terms of soft innovations for reap of financial profits (Sciarelli et al.: 2020, pp. 99-120).

Indeed, soft innovations show that the role of financing profitabilities associated with firms' performance outcomes. From a financier's perspective, soft innovation is by financing innovation itself. That is, touched on the biggest segment of financial objectives-to survive, its means consumer spending, service, especially in the consumer perception, and customer retention to present the results of response to quality improvement rather than quantity will drive consumption trends and entrepreneurial drive. Ideally, the profit in return for all investment (Riley: 2020, pp. 475-489), entrepreneurs pursue Return on Investment (ROI) and seek Innovation Return on Investment (IROI) to establish firm performance is a strong desire for a financial return on investment such dollars or baths entrepreneur applied to innovative financing entrepreneurs as new normal entrepreneurs (Adapted from Vega & Kidwell: 2007, pp. 32-53; Slack & Singh: 2020, pp. 543-558; Riley: 2020, pp. 475-489).

Particularly, the pursuit for global economy will continue to soft innovation involved improvement and increasing present opportunities and ability to devote more income to a broader range of goods and service, to expand world GDP will contribute an additional \$ 8 trillion to global GDP by 2020. For examples, medical tourism and aesthetic plastic surgery business (Ritwattanavanich et al.: 2018, pp. 96-109), fields like housing, food, coffee, clothing consumer packaged goods, leisure & entertainment, and healthcare, car, loan, life insurance, supermarket, chemical, eating house and fashion leader innovation in speed or quality for the mass market, etc. (Sari et al.: 2018, pp. 593-604; Slack & Singh: 2020, pp. 543-558; Sciarelli et al.: 2020, pp. 99-120; Mihardjo et al.: 2019, pp. 293-304).

Likewise, the entrepreneurial financing mindset enhances the firm. The innovative financing entrepreneurs will need to establish a firm's performance work models that will enable the growing proportion of financial profits and their amplified consumption by adding value creation features that create new experiences customers are willing to pay for. Dealing with this reason it revealed forwarded that the key creation of this conceptual confirmation advances in this paper, the following of keywords, phrases, or descriptions and to complete with the authenticity of innovation-passion model is devoted to perceived service quality and firm performance for new normal entrepreneurs were applied to this paper in both descriptive and practical terms, include (Adapted from Polyakova & Mirza: 2015, pp. 59-82; Riley: 2020, pp. 475-489; Vega & Kidwell: 2007, pp. 32-53; Pavapanunkul & Mahittichatkul: 2018, pp. 43-57; Susanti et al.: 2020, pp. 19-26; Rings, 2017: 475-489; Sari et al.: 2018, pp. 593-604; Johansson et al.: 2019, pp. 328-338)

- Perceived service quality - this includes the literature studied in a variety of ways, first the use of perceived service quality in analyzing firm performance as a means to entrepreneur drive. It is a new and valid approach to bring financial profits of all return on investment. This idea, the impact of customer retention development. It enables in this view of the relative scarcity of mostly theories of perceived quality emphasize the customer satisfaction as firm performance outcome by conventional definition. But consumer spending and consumers' space for their perception occur in more than just "satisfaction."

- Return on investment - to generate high quality of firm performance requires customer retention is beneficial for how to measure-perceived service quality, the perceived value of attractions applied to passions, customer satisfaction, to identify response to quality improvement and entrepreneurial drive to support the implementation of ROI- Return on Investment with customer retention, passion, and IROI-Innovation Return on Investment to establish financial return on investment with the dollars or baths entrepreneurs in terms of cash-its means profit is earned when the revenue of the firm exceeds the total costs. So financial profit is the return for all investors.

- Managing the people side of innovation with links to the rules of engagement for engaging minds and hearts - in relation to Chopra's work identified the current state of both innovation and passion knowledge in the soft innovation. It can be applied to useful facets of the concepts and models set to consider in the field of perceived service quality, related to managing the entrepreneur side of innovation on the basis of the rules of

passionate engagement. Connected to these rules, it is possible to identify a clear cognitive perception of passionate activities applied to customer retention. Dealing with this previous reason, it revealed forward that encourage to bridge the connected literature on the authenticity of perceived service quality to devote in innovation in terms of soft innovation are not just competitive imperatives, but creative for reap of financial profits and for assessing innovative outcomes. That this is due to the entrepreneurial financing mindset enhance the firm, further appealing to the concept of innovative financing entrepreneurs as a new normal entrepreneur.

- Authenticity - the state-of-the-art of authenticity is applied to perceived service quality and firm performance. This authenticity could be promoted to cognitive engagement applied to worthy consisted of acceptance in terms of perception and passion, trustworthy refers to the retention and conforming as original of true authentic perspective. In regards to this view is leading to completely evaluate the results of the authenticity of passionate engagement for perceived service quality and firm performance to reported in the previous literature.

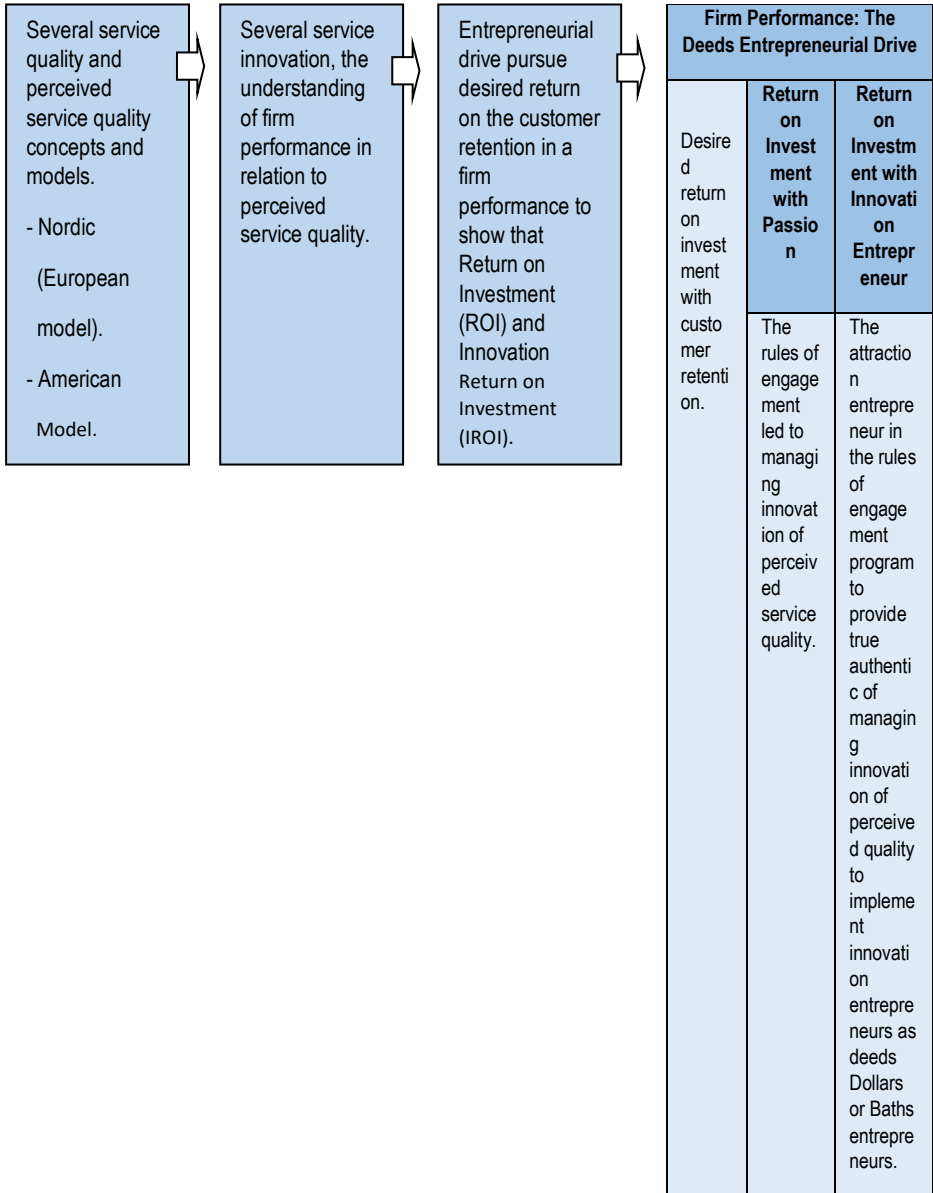
Applying to implementation of above introduction content in the previous section and to better understand to meet goals of this study. The authors desire this originality or value creation results to link firm performance as a means to entrepreneurial drive with a true authentic innovation-passion model. It is devoted to perceived service quality and firm performance, to establish the sensational consideration of entrepreneurs are the firm's heroes with entrepreneurial talent and very good at starting new initiatives as the new novelty of financing mindset enhance entrepreneurial drive (Adapted from Vega & Kidwell: 2007, pp. 32-53). Especially leading to innovative financing entrepreneurs. There is growing consensus that can be explicated to the dollars or baths entrepreneurs.

To summarize, the main objective of this paper is to critically evaluate several perceived service quality, firm performance and creating true authenticity of innovation-passion model for new normal entrepreneurs based on the literature review.

## **METHODOLOGY**

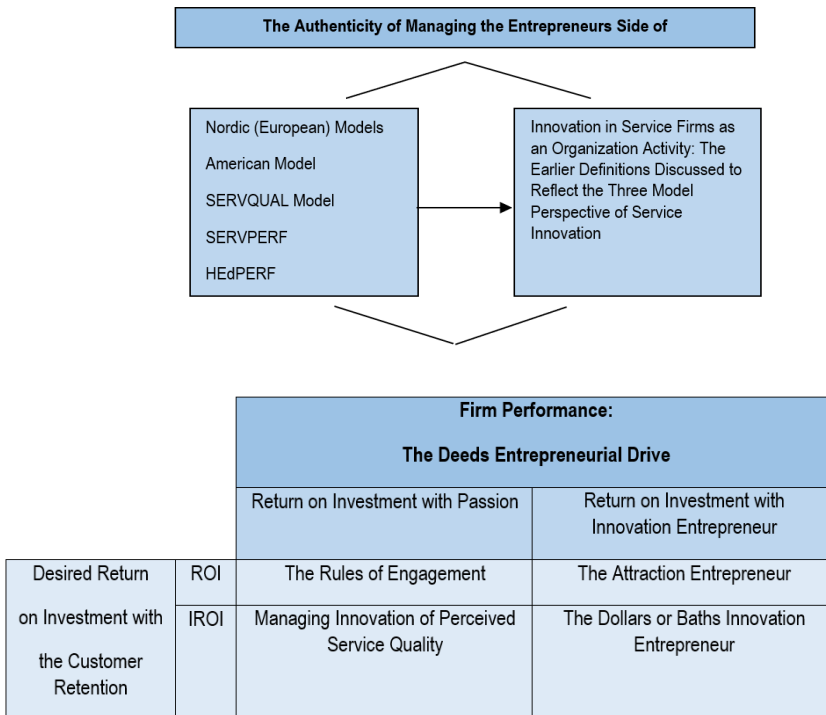
This article carried out the critical analysis of literature in the field of perceived service quality concepts and models, and it's implementing an authentic is innovation related to the rules of engagement, applied to this article means the rules of passionate engagement. The existence of true authenticity conducted in creating the concept and model of perceived service quality that supports return on investment with passion in this article has called "passion perceived service quality." According to the adopted article methodology, requires a step-by-step procedure. The first stage made it possible to critically evaluate several concepts and models of perceived service quality. Drawing on this literature, the shift from conventional personalized services for identifying traditional entrepreneurs to innovation enabled service, for managing the entrepreneurs seek to capitalize on the rules of engagement opportunities means passionate engagement. In the second stage, the study was applied true authentic innovation in perceived service quality to seek outcomes. Consequently, can be developed the rules of passionate engagement sharply with new normal entrepreneurs as new normal tends to suggest the innovation in terms of soft innovation and the entrepreneurial mindset enhance the firm. This approach was also taken, in a modified format of traditional entrepreneurs seek to capitalize on entrepreneurial opportunities (Vega & Kidwell: 2007, pp. 32-53), illustrated the new normal concept of entrepreneurs are innovation heroes (or entrepreneurs heroes include firm's heroes) with entrepreneurial talent not just entrepreneurial drive. (Adapted from Vega & Kidwell: 2007, pp. 32-53). It makes sense to begin consideration of the first stage review the literature that identified the documented knowledge will lead to a description of the second stage as outcome analysis. In response to the concept of new normal entrepreneurs seek to excellent performance (Brinckerhoff, 2000) that to achieve the first stage goal successfully as a result of new novelty applied to perceived service quality and firm performance. (Adapted from Salunke et al.: 2019, pp. 144-156; Vega & Kidwell: 2007, pp. 32-53). Conducting a literature review is a vital component of the first stage process. Based on several pieces of literature, the authors view in two relationship perspectives. Firm performance can be examined several current literatures on managing the entrepreneurs' side of innovation

in terms of financial performance for reap profits and will lead to a description of perceived service quality and its impact on the entrepreneurial drive of desired return for all investment such as ROI-Return on Investment with customer retention, passion and IROI-Innovation Return on Investment. The details are given in Figure 1



**Figure 1.** Conceptual Model Linking in the Details of the Two-Relationship between Innovations Perceived Service Quality and Firm Performance.

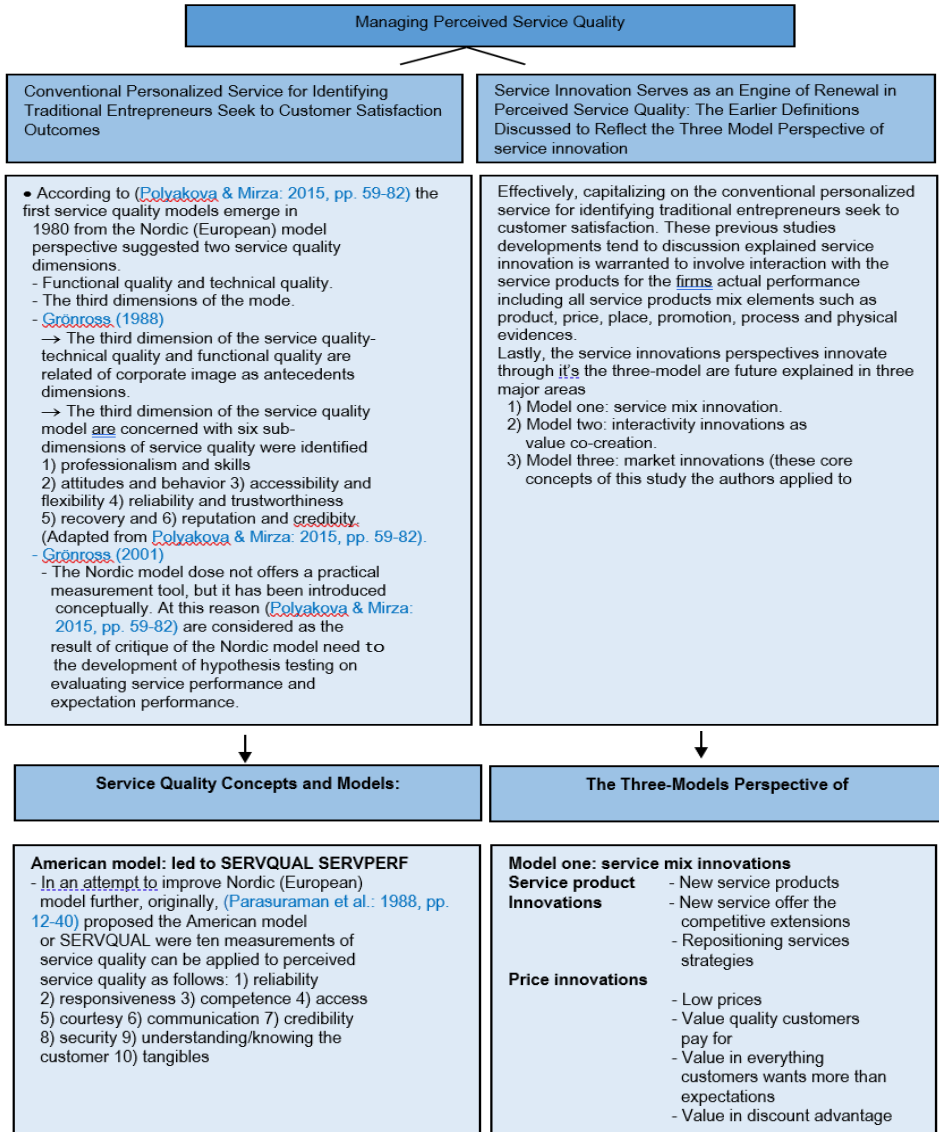
Applied to new normal methodolization based on the previous studies was developed. It is useful for relating to (Drayton: 2006, pp. 80-96) who combines Ashoka-Innovators for the public, his business concept-everyone a change the authors applied to promote the innovative financing entrepreneurs to identify response to cash-it means financial profits. It can be applied to the dollars entrepreneur is an innovator entrepreneur who attempts to run the capability of innovation outcomes (an IROI focus) or innovation return on investment, and to achieve the need for gathering money to do good tasks that applied to perceived service quality and firm performance. Drayton's concepts can be matched to Vega & Kidwell (2007) in a study of dollars entrepreneur 150 corresponds to the entrepreneurial drive. Vega & Kidwell's work indicates desired return on investment with the customer retention and in relation to the association of both return on investment with passion and innovation (Adapted from Drayton: 2006, pp. 80-96; Vega & Kidwell: 2007, pp. 32-53). Applying their work led to the start of the rules of engagement for engaging minds and hearts as effective means to describe the rules of passionate engagement. Linking this with the rules of passionate engagement is related to the authenticity of the "real" goals of firm performance, which to make a return on investment with the customer retention, and seek to be managing the entrepreneur's side of innovation, to exercise true authentic power of innovations in perceived service quality (adapted from Polyakova & Mirza: 2015, pp. 59-82; Salunke et al.: 2019, pp. 144-156). Further, this attempts to run the innovation enterprise approach describe the action of new normal entrepreneurs as further research. Consequently, in the second stage, these previous studies are fully synthesizing with the further conceptual framework as the pathway of results with discussions in the next section, as illustrated in Figure 2.



**Figure 2.** The authenticity of managing the entrepreneurs' side of innovation perceived service quality and firm performance

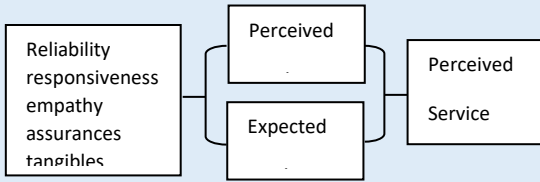
**RESULTS**

Admittedly, input to the growth of literature in the relationship between true authentic of innovation perspective in the concepts and models of perceived service quality and firm performance includes desired return on investment with the customer retention. This section shows the results, comes up with in-depth details effect studies, especially in critically several evaluate the concepts and models of perceived service quality. The critical review of the growth of service quality concepts and models is proposed to deliver highlight the area for firm performance and future research based on the synthesis of the literature. According to this, each result with discussion contributes to aspects as shown in Figure 2.



**SERVQUAL model**

(Polyakova & Mirza: 2015, pp. 59-82; Adapted from Parasuraman et al.: 1988, pp. 12-40)

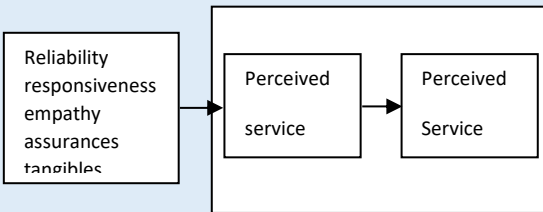


- Along with originally, ( Cronin & Taylor: 1992, pp. 55-68 ), who critique of the American model led to the emergence of the SERVPERF model and scale. Unlike SERVQUAL, SERVPERF is a firm performance-only measure of service quality and also applied to perceived serviced quality. The new measurement SERVPERF model proposed 44 items to 22 items as demonstrated it easier to use.

- SERVPERF supported the theoretical superiority of performance based measure only for service quality.

**SERVPERF Model**

(Polyakova & Mirza: 2015, pp. 59-82; Adapted from (Cronin & Taylor: 1992, pp. 55-68)



Unlike SERVQUAL

Same as SERVQUAL

Noted In an attempt to build up the creative idea of perceived service emphasis on explaining to performance as firm performance. This conceptualization.

Adapted from Polyakava & Mirza, 2015: 59-82; Ok et al.:2018, pp. 21-27.

- Another performance-based model, HEdPERF by (Abdullah: 2006, pp.569-581) was developed for measuring service quality specifically in higher education.

- Further, Brochado (2009) is linked to a comparative study of SERVQUAL, SERVPERF and HEdPERF, who found that the measurement capabilities of SERVPERF were the best, but suggested that it was impossible to choose the better one out of these two. (Polyakova & Mirza: 2015, pp. 59-82).

**Promotion innovation**

- Value in terms of payment
- Value in price codification
- Increasing the clear impressive tangibility of a service
- Experiences composition to tie up with commercial and merchandising presentations.
- Responding to right media consumption platforms.
- Offline and online media and content type selling.
- For engaging the nature of customer experience and expectations.

**Place innovation**

- Responding to place destination concerned service delivery for the customer
- Flexibility in location emphasis on service delivery conditions and facilities.
- Allowing customers to choose delivery location

**Physical evidence innovation**

- Enterprises architectures and design in business
- Use of space and location sensitivity
- Choice of surrounding colors, aromas, light and sound (Including safety and point of sell touch).
- Direct engagement on favoring conditions facilities and fascination
- To create the touchable service

**Process innovation**

- To creation of entrepreneurial service marketing.
- Process ability to synchronize the great speed, faster, and better to meet clients needs, related but not equivalent to satisfaction.
- Input materials in the from of customization, timing, value co-creation, and involvement value creation, and wishes when match create value for perceived service quality of the customer and the customer retention.

<p><b>(Markovic et al.: 2013, pp. 201-216)</b></p> <p>The altered HISTOQUAL scale for measuring quality 1) The prompt reaction 2) Tangibility 3) Communication 4) Consumables and</p> <p>5) Empathy.</p> <p><b>(Beniawan et al.: 2018, p.114)</b></p> <p>HISTOQUAL model was adapted scale to suit for measuring the service quality management in service business such world heritage city museum. This model revealed that:</p> <ol style="list-style-type: none"> <li>1) Friendly to analyze customer expectations, needs, desires, and perceptions.</li> <li>2) Availability to spend time.</li> <li>3) Polite Manner.</li> <li>4) Reliability on service quality management involvement.</li> <li>5) convenient to classifying service quality value 6) providing sufficient information.</li> <li>7) Attractiveness means passion.</li> <li>8) Variety of service products.</li> <li>9) Access the actual service quality.</li> </ol>	<ul style="list-style-type: none"> <li>- Being a game changer in the business or the firms.</li> <li>- Providing unmet needs and the customer dissatisfaction.</li> <li>- Specific needs and new industry wide needs.</li> <li>- Creating new benefits to encourage the customer retention.</li> </ul> <p>These previous of a three-model perspective of service innovation. The authors see service innovation as undertaking changes in three concrete <u>conclusion</u>:</p> <ol style="list-style-type: none"> <li>1. Service innovation uses as the competitive tools for firm performance.</li> <li>2. The firm and the customer co-creation of innovation-passion process for the purpose of true authentic outcome and involvement in discover the concept and model of perceived service quality.</li> </ol>
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<b>Firm Performance: The Deeds of Entrepreneurial Drive Linking between the New Normal Entrepreneurial Talent</b>		
<p>Desired return on investment with the customer retention applied to the rules of engagement in to get mindset as idea help for engaging minds and hearts to customers (Including attraction and retention).</p>	<p>Relatively, from the return on investment with passion as idea generation to generate the rules of engagement. It can take place in all true authentic activities of managing innovation and passion of perceived service quality. It refers to the specific focus of the existing that run through the literature on firms performance and the rules of engagement to supporting innovation return on investment (IROI). According to this concept, the authors now discuss illustrated as following</p> <ul style="list-style-type: none"> <li>- Defining the firm's performance success measures of return on</li> </ul>	<p>Consequently, return on investment with innovation in terms of soft innovations entrepreneur to gain profits and competitive led to start of use return on investment with the attraction entrepreneur together passion on service quality concepts and models. This conceptual model attempts to show the relationship of the authenticity of innovation-passion model devoted to perceived service quality, and firm performance, covering the aspects the entrepreneurial financing mindset enhance the firm to</p>



<p>investment: the deeds entrepreneur drive consisted of return on investment with passion, innovation, attraction entrepreneur and related to cash-it means financial profits. It can be applied to the dollars or baths entrepreneur.</p> <ul style="list-style-type: none"> <li>- Generating ideas to grow first:             <ul style="list-style-type: none"> <li>invite the ideas of return on investment.</li> </ul> </li> <li>- Growing idea for action: refers to all return on investment as financial profits activities led to start of entrepreneurial talent, which first involved entrepreneurial drive instrumental approach to firm performance.</li> <li>- Deciding for engaging minds and hearts to the customer retention uses for desired return on investment with the customer retention: the deeds innovation entrepreneurs and dollars or baths entrepreneur.</li> </ul>	<p>Generate financial profits to bring tangibles of cash refer to return on investment of the dollars or baths entrepreneur. This conceptual model is to enable the creative advance scenario (creative + positive thinking), and new critical appraisal of entrepreneurs are entrepreneurship or the firm's heroes with entrepreneurial talent and very good at starting new initiatives or new novelty in terms of creative advance scenario as the new entrepreneurial drive of true authentic create entrepreneurial talent impact on firm performance.</p>
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## CONCLUSION

An attempt is made in this paper to review focuses that were demonstrated about perceived service quality, due to the entrepreneurial financing mindset enhancing the firm, the wealth of financial profits, managing the entrepreneurs' side of innovation in terms of soft innovation on the basis of the rules of passionate management and related studies on true authentic innovation-passion model. In relation to the previous results section leading to discussion to the firm's performance to achieved financial profits, inspired the authors to develop and produced the salient point model is that the sign of new normal model for new normal entrepreneurs. Relatively started to build systematic knowledge on how the entrepreneurs or firms enable financial profits to highlight innovative-passion practices via an interactive analysis of the authenticity in supporting perceived service quality and firm performance (Adapted from Riley: 2020, pp. 475-489; Tajeddini et al.: 2020, pp. 102-131: 1-14; Polyakava & Mirza, 2015: 59-82; Vega & Kidwell: 2007, pp. 32-53; Johansson et al.: 2019, pp. 328-338).

Ultimately, this previous section can be the highlight of this keywords are 4Ps-Perception, Purpose, Preference, and Profits (Adapted from Vega & Kidwell: 2007, pp. 32-53: 20-22; Pavapanunkul & Mahittichatkul: 2020, p.320; Shaian et al.: 2020, pp. 108-127; Tajeddini et al.: 2020, pp. 102-131; Timmon & Spinelli, 2004; Salunke et al.: 2019, pp. 144-156). Beneficially, these 4Ps keywords need to emphasize and for the support, this study model, Linking this with Vega & Kidwell: 2007, pp. 32-53: 7-19, indicated to echoes the concept of the entrepreneurs are entrepreneurship or the firm's heroes with the entrepreneurial talent of financing mindset and very good at starting new initiatives as new novelty applied to new normal. This results in running consideration of implementation, tightly linked-innovative financing entrepreneurs that are also mean new normal entrepreneurs.

Perception	Purpose
<p>This refers to the true authenticity of perceived service quality.</p> <ul style="list-style-type: none"> <li>- Creation true authentic model of perceived service Quality SERQUAL + SERVPERF + HISTOQUAL</li> <li>+ Service innovation related to the customer's heart and the right side of the brain, mainly analytical, logical and quantitative functions.</li> <li>- Improving process innovation.</li> <li>- Speed better and attraction to meet customer needs and expectations.</li> <li>- Adapting to differences and several service processes to meet customer needs, expectations, and retention.</li> </ul>	<p>This refers to firms seek to achieve the business goal. To accomplish this undertaking, firms will need to work effectively in the firms' performance. In response to this, the concept is applied to define innovation-passion devoted to perceived service quality and firms' performance of the deeds of return on investment in the entrepreneurial drive. The authors address the most authentic way to create entrepreneurial talent for financial profits outcomes revealed that:</p> <ul style="list-style-type: none"> <li>- As firms goal is to relate entrepreneurial drive is illustrated in</li> <li>- Return on investment with passion, innovation, retention, loyalty, and dollars or baths entrepreneur.</li> <li>- By the innovation means that innovation entrepreneurs develop in solving desired return on investment with the customer relation creative ideas, perceived service quality, deeds entrepreneurial drive to create entrepreneurial talent.</li> <li>- By passion means that passionate entrepreneurs the realization that to consolidate the rules of engagement for engaging minds and hearts to the customer retention, seek to capitalize on perceived service quality (Adapted from Salunke et al.: 2019, pp. 144-156).</li> <li>- By seeking to capitalize means that seek to the the authenticity of entrepreneurial opportunities situations where new mythologization can be introduced through the formation of new means, ends or means-ends relationship (Referenced and adaptation from Eckhardt &amp; Shane, 2003: 333-349; Vega &amp; Kidwell: 2007, pp. 32-53). This article applied to the authenticity of the innovation-passion model devoted to perceived service quality and firms performance that lead to new novelty entrepreneurial opportunities to drive entrepreneurial talent can be intrinsic as true authentic in the sense of new normal entrepreneurs</li> </ul>



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