Confirmatory Factor Analysis on Organization Reputation, Strategic Leadership, and Organization Culture as A Resources-Based View

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Abstract
This research is intended to validate the measurement model of organization reputation, strategic leadership, and organization culture as a resources-based view. The essence of the measurement model as follow as: (1) the stronger the good employer is the stronger organization reputation will be; (2) the stronger the ability to think strategically is the stronger the strategic leadership is; and (3) the stronger the freedom to grow and to fail is the stronger the organization culture is. The measurement model based on theoretical framework successfully reaches convergent validity and composite reliability. This measurement model of intangible asset in the organization base of resource based view to be used in advanced
research on corporate entrepreneurship. The revalidation of measurement model in wider context and population, for example the small business sector, becomes the agenda of the future research. For practical purpose, the usage of measurement model indicators can be accomplished.

**Keywords:** Organization reputation, Strategic leadership, Organization culture, CFA