

ANALYSIS OF SERVICE DELIVERY IMPROVEMENT OF MANUFACTURED PRODUCTS WITH LEAN METHOD MANAGEMENT

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THE INFLUENCE OF PRICE, QUALITY OF SERVICE AND DELIVERY COSTS AS INTERVENING FACTORS ON CONSUMER BEHAVIOR DETERMINING REPURCHASING INTENTION AT THE MARKETPLACE SHOPEE IN INDONESIA

6 Abstract

The purpose of this study is to determine the effect of price and service quality on consumer behavior in determining repurchase intentions at the Shopee marketplace in Indonesia through the variable shipping costs as an intervening factor. In this study, the variables used are independent variables, namely price and service quality, while the dependent variable is the variable consumer behavior determines repurchase intention on the Shopee marketplace in Indonesia and the intervening variable is the shipping cost variable. In this study, the data taken is data from Shopee customers or visitors in Indonesia during 2020 which reached 126 million visitors, and the data analysis used path analysis through the PLS 3.0 program. The research method used in this study is a quantitative descriptive research method using data analysis, namely path analysis using PLS 3.0 software. Based on the results of research analysis, the conclusion of this study is that partially the price and service quality variables affect consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform. Simultaneously, price and service quality variables affect consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform through the variable shipping costs as an intervening factor. Through the research results that have been stated above, an online trading platform such as Shopee always sets prices according to consumer expectations, improves services, so that they have qualified quality through improving services on the platform, as well as determining shipping costs that are consistent and according to customer expectations. , then the customer will behave to have a high intention in using products on the Shopee platform, so that the Shopee platform becomes the number one online trading platform again beating the toughest competitor, Tokopedia.

Keywords: Price, Service Quality, Consumer Behavior Determining Purchase Intentions, Shipping Costs

INTRODUCTION

Globalization requires us to be willing to develop and innovate wisely, where with the development of existing business innovations, it is hoped that the efforts of the business world to be able to increase creativity and changes in the functions and benefits of products become very real, even tend to want to find something new or rather find something new. renewal in its business by creating business processes that other people have not been able to create, so that later the business that will be offered cannot be imitated by others. (Bostoen, 2019) business development efforts that are being pioneered and are already available on various existing platforms are business or sales using digital platforms, where sales with this digital platform combine digital platforms and shops, as well as digital buying and selling goods, where this digital trade is made to anticipate consumers the distance to the location is very far, where this digital buying and selling platform can be done through the customer's smartphone, because now the majority of people are very dependent on smartphones.

(Dailey & Iku, 2018) This online trading or digital trading platform has quite interesting advantages and makes consumers want to continue shopping and using online trading applications, where the advantages include, by setting up this business it requires relatively small and affordable capital, where it is easy for producers to set up a business by collaborating with an online trading service provider platform, this business is also easy to do by displaying the types of goods in stores that work with the platform, this business can reach consumers widely, where this business can reach consumers who are far away, this business is carried out at an inexpensive cost and can increase

creativity to create marketing strategies that cannot be done offline, and this business is carried out in free time and requires delivery by cooperating with online delivery applications. (Hurgobin et al., 2020) This online buying and selling platform can pamper consumers by providing facilities and the prices offered are adjusted to the type of goods and the condition of the existing goods. In addition, the services provided by shops and online trading platforms are carried out by providing attractive services to consumers in the form of a marketplace for buying and selling transactions, platform providers providing promos to consumers when buying their products, payments made with a payment gateway system that can be paid directly to a payment service provider with an online system, as well as a delivery service, where the owner of the online trading platform provides delivery and determines shipping costs that are adjusted to existing competitive conditions.

(Fan et al., 2020) With the concept carried by online trading services, it is hoped that this online trading service can provide products that are in accordance with what consumers expect, so that later this online trading service provider can provide and produce quality products, and can be used as a preference by consumers, so that consumers can increase buying interest, as well as a preference to increase purchase intention repeatedly to the available marketplace. (Santana et al., 2020) consumers will get a service, both in terms of product quality, price, and services provided by producers or products to consumers, where a service that can provide satisfaction to customers can increase the willingness or intention of customers to buy the product, where appropriate and appropriate services given to customers as a foundation in the efforts of business owners to increase customer satisfaction.

(Uzir et al., 2021) efforts to create a product that can satisfy customers can be seen from the company's efforts as the party that produces the product and also the product provider to always provide the best in terms of the right product design, in terms of product usability and benefits, in terms of services that will be provided to consumers, where the service industry of various types that exist is an industry that prioritizes customer service and capacity, and creates something special that is not owned by other industries to give something different to give to consumers. The online trading service industry has all the elements that can be used to attract customers. interest of customers to want to buy and use any existing products and services, where this service industry is a collection of businesses that are in demand by the public in the current era of increasing communication technology, where this industry provides a variety of services that are different from the services provided to offline sales or buying and selling activities where buyers and sellers face each other. .

where Shopee provides services in the form of a marketplace that is available in various forms and has various types of goods at prices that match the product and its use, provides convenience in setting up a marketplace, provides a customer service team within 24 hours to receive customer complaints, and creates a logistics system or delivery of goods at a suitable and affordable price. With this kind of service, Shopee is one of the most popular platforms visited by consumers, where the number of consumers reaches 126 million customers.

However, in 2020 Shopee's customers did not increase by 126 million visitors, where this platform is no longer the number one online buying and selling platform in Indonesia, where the Shopee platform can be rivaled by the Tokopedia platform with 147 million customer visits. This is due to the price strategy carried out by Shopee, where Shopee creates a price strategy that can be bargained cheaply, but does not provide a bargaining feature in the application or platform, so that visitors find it difficult to bargain, where as a result visitors get prices that cannot be accepted. in bargain. In addition, the services provided by Shopee to pamper consumers to want to use the Shopee platform are by providing customer service within 24 hours, where this service is actually good and useful for dealing with customer complaints. However, this service does not function properly, where customer service is not always able to help solve customer problems, even though network services and access are good. This has discouraged some customers from using Shopee's services and platforms, so that customers are reluctant to buy on the Shopee marketplace repeatedly. In addition, Shopee has also innovated on shipping services by implementing free shipping, but the innovation did not work as it should. , where the jargon of free shipping in the field cannot be evidence, where

many customers complain that only certain items are subject to free shipping and not all items are subject to such services,

Meanwhile, Shopee's competitor, which is an online trading platform visited by customers, namely Tokopedia, has a measurable price range and makes it easy to bargain because it is available on the platform. In addition, the services provided are really carried out and can satisfy customers, both in terms of feature services, and customer complaint services, all of which are well resolved and tend to satisfy customers. For delivery services, Tokopedia tends to implement timely services and always prioritizes customer satisfaction, so that customers do not complain about the services provided, where Tokopedia in implementing shipping costs is not grandiose and tends to listen to customer expectations and desires, so many customers want to always use the platform. This Tokopedia, ⁶ has the intention to keep buying products on the Tokopedia platform over and over again. The purpose of this study is to determine the effect of price and service quality on consumer behavior in determining repurchase intentions at the Shopee marketplace in Indonesia through the variable shipping costs as an intervening factor.

LITERATURE REVIEW

Price

(Aw et al., 2021) Price is an embodiment of the value of goods and services which are valued in units of price or money, where this price can be ⁴ determined through a bargaining process that occurs in buying and selling activities. (Chou, 2019) Price is the value of an item and service as measured by the amount of money spent by the buyer to get a number of combinations of goods and services needed, so that he will get satisfaction when he wants to buy it. (Dhir et al., 2021) Price is everything that is valued and has value when a sale and purchase transaction is carried out or an exchange between goods and goods, the exchange of money for money and also the process of payment of goods either directly or indirectly. (Konuk, 2018) Price is something that is assessed from the results of the sale of goods and services through an assessment in the form of money, where this appraisal process is not only associated with the sale of similar goods, but can also be done with different types of goods. (Singh & Verma, 2017) In setting the price of a form of business in setting the price of an item must be adjusted to the value that will be given and understood by the customer, where the business must apply the right pricing strategy so that the product is purchased by consumers, thus creating loyal consumers. (Tandon et al., 2021) The pricing strategies include pricing strategies for new products for the prices of new goods, pricing strategies for products that have been in circulation for prices of goods that have been entered into the market and pricing strategies for goods for certain products, such as luxury goods and goods sold online. (Naeem, 2021) The factors that affect the price of goods are as follows: economic conditions, the amount of demand for goods, production costs, supply of goods, product promotion, competition with other companies, consumer income levels

Service Quality

(Kao et al., 2020) Service quality is a matter that becomes a material for consumer evaluation of what a product can provide to the wishes and desires of consumers for the product to be produced. (Nagy et al., 2018) Service quality is an effort to fulfill customer needs and desires, where the company must provide something more and in accordance with the wishes and desires of customers so that customers are satisfied when ¹¹ using the products and services provided by these products. (Kaswengi & Lambey-Checchin, 2020) Service quality is the level of excellence expected and control over the level of excellence in order to meet customer satisfaction and desires. (Lin et al., 2018) The service quality of a product can provide tangible benefits to customers regarding things that must be provided to customers in addition to the appropriate product design, as well as the ¹⁸ benefits and appropriateness of the product in fulfilling customer desires. (Lim et al., 2020) There are two main factors that affect service quality, namely the service expected by consumers, as well as the services received and felt by consumers or the perceived results of using products and services. (Wong et al.,

2019) indicators that cause service quality to satisfy products are from several dimensions of product service as follows: product and service reliability, consumer responsiveness, assurance that quality products have direct evidence that can satisfy customers, guarantees that services are in accordance with consumer desires.

Shipping costs

(Chang et al., 2021) delivery fee is an imposition applied to goods delivery services from the company to the address of visitors or consumers with the intention that it is not too burdened to consumers. (Li et al., 2019) Shipping costs are something that is charged when carrying out the process of delivering goods from the company to consumers with the aim that the goods arrive on time. (Muñoz-Villamizar et al., 2021) Shipping costs are the costs of a production activity from the start of packing goods to the process of distributing goods to consumers. (Z. Wang et al., 2020) Shipping costs indicate as the basis for the imposition of various methods of delivering goods that have been produced, so as to produce finished goods to be delivered to consumers in need. (L. Wang & Bae, 2020) states that shipping costs can be calculated based on the distance of the delivery of goods from the company to the consumer, the weight of the goods to be distributed to consumers, and can be calculated through the applicable shipping method. (Yeo et al., 2018) The factors that affect the cost of shipping goods are as follows: the accumulation of additional costs, competition, consumer location, distance traveled, services provided, delivery system

Consumer Behavior To Determine Intention To Buy

(Pautler, 2018) states that consumer behavior to intend to buy a product is the desire of consumers who want to use products that are in accordance with their expectations, where companies must have a sense of empathy in order to be able to create products that match the wishes and expectations of consumers. (Xu et al., 2021) The behavior of consumers who want to buy products is an attitude of consumers who want to use the product correctly and appropriately, where the product must be in accordance with the wishes and expectations of customers. (Kim et al., 2017) The behavior of consumers who want to use the product is the hope and desire that is in the minds and hearts of consumers who want to use the product because it is in accordance with their tastes, where the desire is influenced by the considerations that exist in themselves against the desire to buy the product. (Chen et al., 2019) Consumer behavior in having the intention to buy and use certain products is carried out through various considerations which in these considerations are influenced by the basic assumptions in the product buying process before deciding to buy the product. (Barker & Brau, 2020) indicators of consumer behavior in determining whether the intention to buy a product or not are as follows: the product is very useful for consumers, the product is in accordance with consumer expectations, the product is indeed sought after by consumers, the price of the product is affordable, the quality of the product to be purchased, product service which will be used

RESEARCH METHODS

In this study, the variables used are independent variables, namely price and service quality, while the dependent variable is the consumer behavior variable determining repurchase intentions at the Shopee marketplace in Indonesia and the intervening variable is the shipping cost variable. In this study, the data taken is data from Shopee customers or visitors in Indonesia during the year 2020, totaling 126 million visitors, and the data analysis uses path analysis through the PLS 3.0 program. The research method used is descriptive quantitative. (Hair et al., 2019) quantitative descriptive method is a method used by describing all problems and then analyzing the data with various analyzes, then comparing whether certain variables have an effect on other variables. The data analysis is carried out by using the path analysis method using PLS, where (Shmueli et al., 2019) path analysis with PLS is a data analysis carried out to measure the extent to which existing variables influence each other whose data calculations are carried out using the PLS application. The population of this study are Shopee platform users totaling 126 million customers in 2020, where the withdrawal technique The sample in this study used a purposive sampling method, where (Sembiring et al.,

2020)purposive sampling method is a research method¹⁷ carried out by determining how many research objects are taken under certain conditions, where the number of samples can be calculated by the slovin formula, namely .

$$n = N / (1 + (N \times e^2))$$

$$n = 126,000,000 / (1 + (126,000,000 \times 0.05^2))$$

n = 400 samples of Shopee visitors.

RESEARCH RESULT

To find out the output results via PLS, it can be explained in the following Bootstrapping Model Figure:

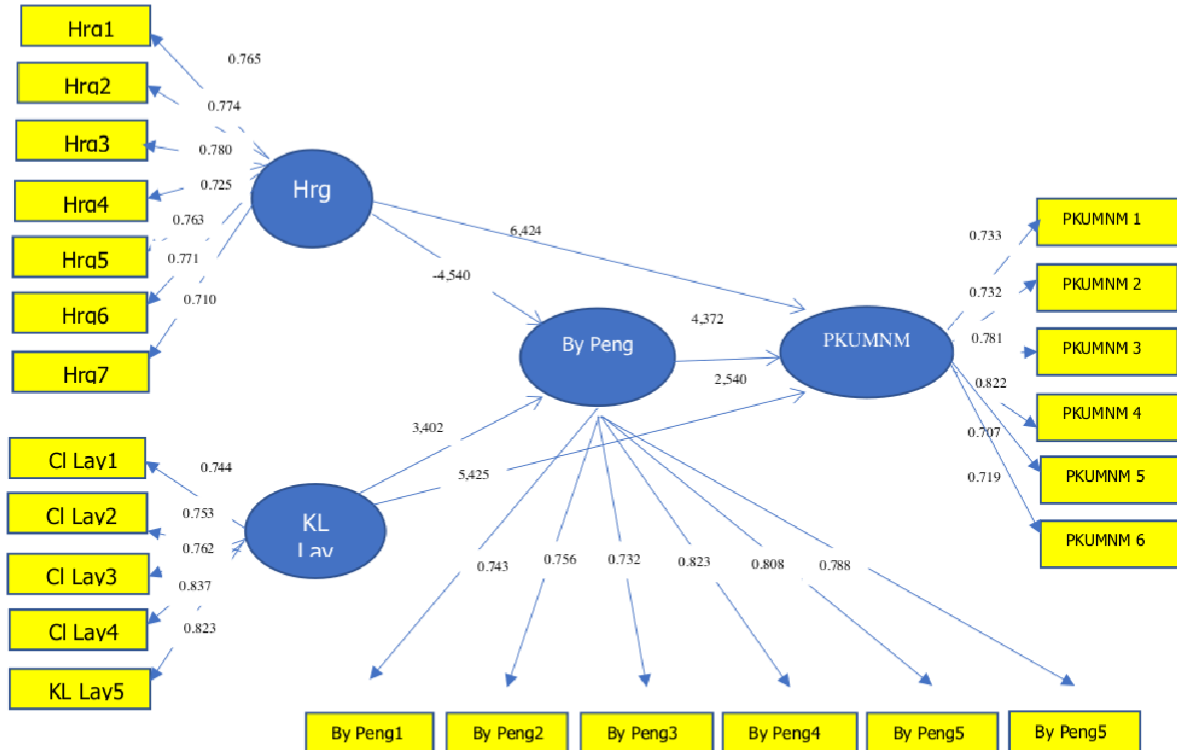


Figure 1 Model Bootstrapping

Information:

Independent Variables : Price (Hrg) and Service Quality (KL Lay)

Dependent Variable : Consumer Behavior to Determine Purchase Intention (PKUMNM)

Intervening Variable : Shipping Cost (By Peng)

Convergent Validity

(Mandhani et al., 2020) Convergent validity is a test carried out to obtain data processing results in the form of Outer Loading results which state that the data processing results are valid, where the condition for the outer loading value is greater than a significance of 0.7, where the results of the convergent validity test can be seen in Table 1 below :

Table 1 Convergent Validity Test

Variable	Indicator	Outer Loading
Price (X1)	Price 1	0.765
	Price 2	0.774
	Price 3	0.780
	Price 4	0.725
	5	0.763
	Price 6	0.771
	7	0.710
Quality of Service (X2)	CI Lay 1	0.744
	KL Lay 2	0.753
	CI Lay 3	0.762
	CI Lay 4	0.837
	KL Lay 5	0.823
Consumer Behavior to Determine Purchase Intention (Y)	PKUMNM 1	0.733
	PKUMNM 2	0.732
	PKUMNM 3	0.781
	PKUMNM 4	0.822
	PKUMNM 5	0.707
	PKUMNM 6	0.719
Shipping Cost (Z)	By Peng 1	0.743
	By Peng 2	0.756
	By Peng 3	0.732
	By Peng 4	0.823
	By Peng 5	0.808
	By Peng 6	0.788

Source: Data Processing Results With PLS 3.0, 2021

4 Based on table 1 above, it can be explained that the value of data processing or the value of outer loading is greater than 0.70. It can be concluded that the distribution of the results of data processing through the convergent validity test can be said to have a valid data distribution and is feasible to use for other data processing.

Average Variant Extracted(AVE)

14 The results of the AVE analysis can be seen in Table 2 below:

Table 2 AVE . Test

Variable	AVE
Price (X1)	0.553
Quality of Service (X2)	0.565
Consumer Behavior to Determine Purchase Intention (Y)	0.523
Shipping Cost (Z)	0.627

Source: Data Processing Results With PLS 3.0, 2021

Based on Table 2 above, it can be explained that the AVE value has a value greater than 0.5, which means that the distribution of data from the existing variables has good data accuracy, so it is necessary to continue with further data testing.

Composite Reliability Test

The results ¹² of the composite reliability test can be seen in Table 3 below:

Table 3 Composite Reliability Test

Variable	Composite Reliability
Price (X1)	0.836
Quality of Service (X2)	0.856
Consumer Behavior to Determine Purchase Intention (Y)	0.827
Shipping Cost (Z)	0.840

Source: Data Processing Results With PLS 3.0, 2021

Based on Table 4 above, it can be explained that the value of the composite reliability test data is greater than 0.6, which means that all variables have a high level of reliability and are worthy of further testing.

Path Coefficient Test

(Walkowiak et al., 2019) Path coefficient test is the result of data testing to find ²³ at how strong the data has a direct or indirect effect. The path coefficient test results can be seen in the R2 value or R Square value which can be analyzed according to Tables 4 to 8 below:

¹⁶ Table 4 Test of R Square Variable X1 Against Y

Variable	R Square
Price (X1)	0.865
Consumer Behavior to Determine Purchase Intention (Y)	0.809

Source: Data Processing Results With PLS 3.0, 2021

¹ Based on Table 4 above, it can be explained that the R Square value of the price variable is 86.5, which means the percentage increase in price of 86.5% can be explained ⁸ by the consumer behavior variable to determine purchase intention and the remaining 13.5% can be explained by other variables, which were not described in this study.

Table 5 Test of R Square Variable X2 Against Y

Variable	R Square
Quality of Service (X2)	0.880
Consumer Behavior to Determine Purchase Intention (Y)	0.812

Source: Data Processing Results With PLS 3.0, 2021

¹ Based on Table 5 above, it can be explained that the R Square value of the service quality variable is 88.0, which means that the percentage increase in service quality by 88% can be explained ⁸ by the consumer behavior variable to determine purchase intention and the remaining 12% can be explained by other variables that do not described in this study.

Table 6 Test of R Square Variable X1 Against Z

Variable	R Square
Price (X1)	0.817
Shipping Cost (Z)	0.800

Source: Data Processing Results With PLS 3.0, 2021

¹ Based on Table 6 above, it can be explained that the R Square value of the price variable is 81.7, which means that the percentage increase in price of 81.7% can be explained by the shipping cost variable and the remaining 18.3% can be explained by other variables not explained in the following table. this research.

Table 7 Test of R Square Variable X2 Against Z

Variable	R Square
Quality of Service (X2)	0.606
Shipping Cost (Z)	0.623

Source: Data Processing Results With PLS 3.0, 2021

¹ Based on Table 7 above, it can be explained that the R Square value of the service quality variable is 60.6, which means that the percentage increase in service quality by 39.4% can be explained by the shipping cost variable and the remaining 60.6% can be explained by other variables that are not described in this study.

Table 8 R Square Test of Variable Z Against Y

Variable	R Square
Shipping Cost (Z)	0.824
Consumer Behavior to Determine Purchase Intention (Y)	0.805

Source: Data Processing Results With PLS 3.0, 2021

¹ Based on Table 8 above, it can be explained that the R Square value of the shipping cost variable is 82.4, which means that the percentage of increasing service quality by 22.4% can be explained by the consumer behavior variable to determine purchase intention and the remaining 17.6% can be explained by other variables that are not explained in this study.

Hypothesis testing

¹³ To explain the results of hypothesis testing can be seen in Table 9 below:

Table 9 Hypothesis Testing

Hypothesis	Influence	T-Statistics	P-Value	Results
H1	Price effecton consumer behavior to determine purchase intention	6,424	0.001	Received
H2	The influence of service quality on consumer behavior to determine purchase intention	5,425	0.002	Received
H3	Price effectagainst shipping cost	-4,540	0.103	Rejected
H4	Influenceservice quality against shipping costs	3,402	0.003	Received
H5	Price effecton consumer behavior to determine purchase intention with the variable shipping costs as an intervening factor	4,372	0.001	Received
H6	Influenceservice quality consumer behavior to determine purchase intention with variable shipping costs as an intervening factor	2,540	0.002	Received

Source: Data Processing Results With PLS 3.0, 2021

⁵Based on Table 9 above, it can be explained that the price and service quality variables partially affect consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform. Simultaneously, price and service quality variables affect consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform through the variable shipping costs as an intervening factor.

DISCUSSION

⁷Based on the results of the t-test for the price variable, ³it can be seen that the t-test value of 6.424 is greater than the significance value of 0.05, which means that price affects consumer behavior to determine repurchase intentions in the marketplace on the Shopee platform, where research(Aw et al., 2021)stated that rising prices will make consumers think again to intend to buy products on existing online trading platforms. On the other hand, affordable prices and according to consumer expectations will make consumers want to intend to repurchase products on the online trading platform.

¹⁰In addition, the results of t²² t-test for the price ³can be seen that the t-test value of -4.540 is smaller than the significance value of 0.05, where the price has no effect on shipping costs, which is according to research(Chang et al., 2021)where the research explains that shipping costs do not always increase due to price, but shipping costs increase because of the best service which is a plus in addition ³to product quality.

The results of the t-test regarding price ³can be seen that the t-test value of 4.372 is greater than the significance value of 0.05, which means that price affects consumer behavior to determine repurchase intention in the marketplace on the Shopee platform with shipping costs as an intervening factor. where is research(Pautler, 2018)which states that fluctuating prices and not in line with consumer expectations, as well as increasing shipping costs will make consumers hesitate to increase their purchase intentions for existing products, so that the decision to buy is highly dependent if prices and shipping costs are not a burden on consumers.

³Based on the results of the t-test for the service ²¹quality variable, it can be seen that the t-test value of 5.425 is greater than the significance value of 0.05, which means that the service quality variable affects consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform, where research(Nagy et al., 2018)states that if the services provided to consumers are of good quality, then consumers will ¹⁹happy to behave and intend to buy products and services that exist in these products. Conversely, if the quality of service provided to consumers is poor, then consumers ¹⁰will rethink to intend to buy ⁹products and services that exist in these products.

³In addition, the results of the t-test ³for the service quality variable, where the t-test value of 3.402 is greater than a significance value of 0.05, which means that the service quality variable affects the delivery cost variable, where the research(Li et al., 2019)which states that shipping costs include services provided when they want to distribute products, where large shipping costs are charged to customers making the services provided bad and not of quality, so that it will affect consumer attitudes in buying these products, where consumers will think again to buy the product. with the service that is of less ¹⁰quality.

⁹The results of the t-test for the service quality variable, where the t-test value of 2.540 is greater than the significance value of 0.05, which means that the service quality variable affects consumer behavior to determine repurchase intentions in the marketplace on the Shopee platform with shipping costs as a factor. intervention, where research(L. Wang & Bae, 2020)states that excellent service quality and appropriate shipping costs will make consumers think about continuing to use the products and services provided to them, where products, services and shipping costs become an inseparable part in the product distribution process.

²CONCLUSION

Based on the results of research analysis, the conclusion of this study is that partially the price and service quality variables affect consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform. Simultaneously, price and service quality variables affect consumer behavior variables to determine repurchase intentions in the marketplace on the Shopee platform through the variable shipping costs as an intervening factor. Through the research results that have been stated above, an online trading platform such as shopee always sets prices according to consumer expectations, improves services, so that they have qualified quality through improving services on the platform, as well as determining shipping costs that are consistent and according to customer expectations. ,

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