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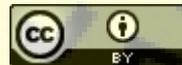
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Effectiveness Of Framework Therapy And Reflection On Reduction Of Blood Pressure In Hypertension Patients In Working Area Of Langus Baras Barsa Barat, Langsa City

Elfida, Idwar, Maghfirah, Eva Sulistiany

Cupping (Bekam) is a therapy that aims to cleanse the body of blood containing toxins. So far there has been growing trust from the public, especially Muslims, that Cupping (Bekam) can be used as a therapy for hypertension, this is because Cupping (Bekam) is a therapy recommended by the Prophet Muhammad SAW that can overcome various diseases. To determine the effectiveness of Cupping (Bekam) therapy and reflection on blood pressure reduction in hypertensive patients in the Langsa Barat Health Center in Langsa City. This type of research is quasi experiment. Design used before and after control. The sample in this study were hypertensive patients as many as 30 people according to the inclusion and exclusion criteria. The reduction in systole in the Cupping (Bekam) group was 19.3 in the reflection group reduced by 12.5. Diastole pressure results in Cupping (Bekam) group decreased by 8.0 while in the reflection group decreased by 11.3. The results of diastole analysis between Cupping (Bekam) and reflection groups only differed by -1.4. Cupping (Bekam) also decreases diastole pressure by 1.4 greater but this decrease is not significant with a p value of 0.77. The results of paired ttest systole and diastole analysis in Cupping (Bekam) and reflection groups after intervention were significant changes ($p < 0.05$). The results of the analysis of independent test systole in Cupping (Bekam) and reflection groups differed by -11.3 with a value of 0.0001. It is expected that people who experience hypertension sufferers can use alternative treatments with a non-pharmacological approach.

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1-6

Utilization Of Pineapple Leaves Adsorben For Decreasing Phosphate Content Of Laundry Waste

Uthari Nindya Putri, Tuty Emilia Agustina, Muhammad Faizal, Dedi teguh

Phosphate is the biggest part of detergent. Constituent substances exceeding Phosphate concentrate could contaminant the environment. One of methode to reduce phosphate content is adsorption using an adsorbent from pineapple leaves. This research intend to know effect of time and weight adsorbent of pineapple leaves. Pineapple leaf adsorbent who has been activated using 15% HCl. Adsorption process do with phosphate concentrate 2 ppm, 4 ppm and 6 ppm variation using adsorbent 2 gr, 4 gr and 6 gr with time duration 60 minutes. Phosphate concentrate analysis with spectrophotometry devices. 2 ppm concentrate using adsorbent as much as 6 gr obtaining the biggest reduction a number of

99,2 %. Results from characteristic pineapple leaf adsorbent gained 6.2% moisture, 6.8% ash content, fly ash 14.7%, fixed carbon 78.1% and adsorption against iodine 19%. This result showing that active carbon has been qualified refers to SII No . 0258-79.

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7-11

Improving The Establishment Of The Goals Of Care With Patients - A Strategy To Reducing Hospital Readmissions In The US

Adedolapo Ojo

Hospital readmissions have become a problem in the US and many reports have shown that majority of these admissions are avoidable. There can be huge national health cost savings if even just 10% of such readmissions are avoided, because of this the Center for Medicare and Medicaid Services (CMS) is now penalizing hospitals for what they count as excessive admissions. The causes of these readmissions are multifaceted, and health institutions have different rates. One of the problems hospitals face that largely contributes to these high readmissions rates is poor establishment of goals of care with patients and this can be improved by increasing physician communication and patient engagement. Poor physician communication with patients and suboptimal patient engagement can be attributed to low physician/patient ratio, the Electronic Health Record (EHR) effect, language barriers, physicians' poor communication techniques, literacy level of patients, physicians' time spent doing administrative work, and so on. This article highlights interventions for these problems, some of which are communication skills training program, increasing the physician/patient ratio, physicians training to overcome the interpersonal distancing with which computer use is associated, ready availability of translators, and provision of language specific and literacy appropriate patient educational materials.

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12-13

The Unprofessional Developer In Nigeria: A Case Of Failed Urban Development Laws

Obiadi, Bons N., Nzewi N. U., Onochie, Aloysius Osita

The economic situation of the world and especially, in the developing countries is changing and so is their built environment. We are living in a time, the population of the urban areas in developing countries are growing without substantial balancing measures to accommodate the growth resulting in dilapidations of their infrastructure, social-services and housing inadequacy. The provision of housing is mostly by unqualified developers because their development laws are abused, urban actors inept and politicians manipulate the laws for personal gains. It is the aim of this paper to establish that the developing countries built environment are mostly handled by Unprofessional workers as a result of poor implementation of their urban development laws. The authors adopted content base analysis as such, laid emphasis on qualitative research method that considered previous works on the subject matter. Their urban actors have not properly engaged themselves in solving their built environment problems and that resulted in Unprofessional worker taking undue advantage of the laws.

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14-25

Analysis Of Islamic Public Finance Management In Baitul Mal In Perspective Of Life Is Place Of Worship Domain In Spiritual Management (A Study Of Taqiyuddin An-Nabhani's Thought)

Diyaa Aaisyah S.P.A, Muhsin Hariyanto, Royanti. S

The purposes of this study is to reveal, explain, and analyze an-Nabhani's thought regarding public finance management in Baitul Māl using Spiritual Management. This research is motivated by the fall of the last khilafah at 1924 that being replaced by capitalism system. Capitalism system orients on advantage and affected in Islamic economics thoughts nowadays. Taqiyuddin an-Nabhani is the Islamic figure that embraced Islam kaffah, but he lived in the transition of Khilafah to Capitalism. The result shows that Taqiyuddin an-Nabhani's thought regarding assets management in Baitul Māl are basically post revenue and post expenditure that reflect the income and outcome of khilafah state and not separated from syara'. General analysis shows that an-Nabhani's thought are related to political characteristics that emphasizes on the role of daulah, imam and khalifah. Implicitly, there is productive assets management through the land of kharajiyah. Besides, the concept of Baitul Māl stated by an-Nabhani is related to property asset that not only manages the social funding but also manages the people's assets in the scale of daulah. Analysis of formal object shows that Taqiyuddin an-Nabhani's thought in the context of Baitul Māl have been accordance with the spiritual values within spiritual management.

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26-29

The Role Of Leadership As A Promise Of Working Achievement Of Employees Of The Religious Ministry Of Lumajang Regency-East Java Province-Indonesia

Muhammad Mudhofar, Tatang Ary Gumanti

A leader of an organization shall have the ability to empower all the potentials that exist in it to improve employees' work achievement, performance, and work motivation. The ability of a leader to change and influence the behavior of individuals and groups within the organization is very necessary. This research examines the influence of leadership as the driver of employees work achievement, performance, and work motivation among employees of the government organization. Results using Structural Equation Modeling analysis show that effective leadership is a direct driving factor of employees' work achievement and it indirectly affects the increase of employees' performance allowance and work motivation.

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30-35

Numerical Simulation Of Natural Ventilation For Full-Scale Office In

Malaysia

Ali M. Wahhad, Abdulhafid M. Elfaghi

The Natural ventilation is the sustainable solution to maintain the health and environmental conditions comfortable in buildings. This paper presents a 3D computational fluid dynamics (CFD) analysis to investigate indoor environmental conditions of naturally ventilated typical size of single office room of a high-glass wall fitted with two operable windows. The purpose of this work is to facilitate design and analysis of suitable window measurements. The numerical results obtained for a particular time (solar time) available and the maximum discrepancy obtained are 1.7% of temperature and 3% of velocity which are within the accepted level and computations with the CFD based model show best agreement with measurements and good thermal comfort is achieved when the outdoor temperature is moderate.

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36-39

The Influence Of Lecturer Competence And Students Quotient On Understanding Of Accounting Science (Empirical Study On Students In Accounting Department Of State Polytechnic Samarinda)

Eko Adi Widyanto, Nyoria Anggraeni Mersa

The two main factors forming student achievement are generally divided into internal and external factors. Internal factors are usually derived from fundamental intelligence possessed by the student concerned while external factors are the competence of educators that are related to the teaching and learning process of the student. The purpose of this study to determine the effect of the competence of lecturers consisting of personal competence, social competence, professional competence, pedagogical competence and students quotient consisting of intellectual intelligence, emotional intelligence, spiritual intelligence, social intelligence to understanding science accounting department at Samarinda State Polytechnic. Data analysis techniques are done with multiple regression analysis through instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, heteroscedasticity and autocorrelation), and hypothesis testing (partial and simultaneous). The data used is the population of the 6th semester students of 145 students who come from 2 study programs at the Accounting Department of Samarinda State Polytechnic. The results showed that the lecturers' competencies consisting of personality competencies, social competencies, professional competencies and pedagogic competencies all had a positive and significant influence on the understanding of accounting science for students of the Accounting Department of the State Polytechnic of Samarinda. Of the intelligence variables tested, which consists of 4 (four) intelligences namely intellectual intelligence, emotional intelligence, social intelligence and spiritual intelligence, only the variables of intellectual intelligence and emotional intelligence that influence the understanding of accounting science, while 2 (two) other variables, yakni variable social intelligence and spiritual intelligence have no significant effect.

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40-49

CSR In Islamic Perspective

Devirahtiasari, Restia Fitriarahmasari, Isti Fadah

The concept of Corporate Social Responsibility (CSR) shows that companies are not only oriented to profit seeking, but also must maintain harmony with stakeholders, environment and society. Islamic banks run their business through Islamic law, their CSR policies and practices must achieve the Qur'an and Sunnah. This research is a theoretical and empirical study of research that aims to determine whether CSR in Islamic banks in Indonesia is in accordance with the sharia perspective or not. Islamic banking business activities and CSR practices in Indonesia must be based on sharia principles that have been terminated by the Act. The results show that Islamic banks in Indonesia have implemented and reported CSR activities on companies in the social, educational and environmental fields in accordance with the concept of Sharia Enterprise Theory. CSR activities do not only affect the surrounding community but have a positive impact on the company's reputation.

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50-53

Capital Structure, Profitability, And Firm Values

Satria Andhika D. K., Rizky Dwi P., Muhamad Hasan, Isti Fadah

The firm value is the investor's view of the level of success of the company associated with stock prices. Factors that influence firm value include capital structure and profitability, both of which have a relationship and influence on inconsistent company values. This study aims to analyze and assess whether capital structure and profitability affect the value of companies. The method used in this study is comparative and literature study by comparing research with one another to obtain a conclusion. The results of this study indicate that the capital structure and profitability affect the value of the company. Because optimal capital structure and high level of profitability can increase the value of the company.

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54-56

Take Home Assignment And Performance Of Grade 11 Students

Cherly C. Cordova, Denis A. Tan, Jenyliza T. Uchang

Teachers often complain that students show a negative attitude on their participation in class. They oftentimes go to school unprepared for the lessons, they showed passive attitude towards activities in the classroom, and their awareness on their own learning process is very limited. Thus, this study examined the effect of assignment on the performance of the grade 11 students. The study adopted a quasi-experimental research design. Homework assignments were used in the study to determine if there is a significant difference between two groups namely, the with-assignment group with 57 students and without-assignment with 58 students. In addition, significant difference on the performance of the student when grouped according to gender was analyzed. Mean, standard deviation, t-test for independence and ANCOVA were used in the study. Results revealed that there is no significant difference on the performance of students for both with assignment and without assignment group. Findings also showed that there was no statistical significant

difference in the mean achievement of male and female students exposed to with assignment.

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57-61

The Effect Of Yoga Towards Birth Delivery Output

IGA Karnasih

Breast Pregnancy is a stage of human life that is very influential on labor. Comfortable childbirth and the results of a good labor process are the goals of the mother and childbirth helper. Therefore the mother must be prepared during pregnancy so that complications during pregnancy and childbirth can be prevented. The purpose of this study was to analyze the effect of yoga in pregnancy on labor output, including: time of delivery, comfort in labor, fetal well-being including: infant fitness, and weight of newborns and milk production. Research uses a pre-experimental design with a static group comparison design. The sample of this study was 32 of the mothers who gave birth to TM III in the BPM area of Patrang Jember Indonesia. The sampling technique in this study uses simple random sampling. The results of the study showed that there were significant differences in birthweight, length of delivery and pain scale between mothers who do yoga and do not. P value < 0.05.

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62-66

Information Technology In Government Services Delivery: A Case Study Of Huduma Center Kenya

Consolata Gakii, Victoria Florence Mukiri, Maurice Murimi

The Huduma Kenya program was developed by the Kenyan government with an aim of using technology to improve the service delivery to the citizens. The Program uses many channels to meet different and varied needs of the citizens by having a one stop shop environment. The main objective of this paper is to examine a successful information technology project in Kenya that has changed the government service delivery due to the advancement in technology. The case study in this paper is Huduma Kenya program, under which the Government of Kenya has advanced citizen-centered public service delivery through a variety of channels, including deploying digital technology and establishing citizen service centers across the country. The project was initiated by Kenyan government who are also the main sponsors since 2013. The success of this project can be attributed to the use of existing infrastructure in Post offices of Kenya and the support from the Kenyan government. Information communication technology (ICT) enabled communication between centers and the Secretariat, automated data collection and closed-circuit television monitoring, are major contributors to Huduma Kenya's positioning as an antithesis to inefficiency and corruption.

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67-69

Effectiveness Of Myofascial Release Versus Theraband Flex Bar Exercise In Tennis Elbow: Sports Players

Dr. Nensi V. Gandhi, Patel Bansari Vithalbhai, Aakvod Nisha Dineshbhai

Tennis elbow is a condition in which the tendon that attaches the elbow joint to the forearm muscle becomes inflamed due to overuse or degenerative changes. The main symptoms of tennis elbow include pain and soreness on the outside of the elbow and weak grip strength. Myofascial Release is a safe and very effective hands-on technique that involves applying gentle sustained pressure into the Myofascial connective tissue restrictions to eliminate pain and restore motion. The Flex bar is made from dry, natural rubber and it is a foot long. They are available in different diameters that take more or less force to bend into a U shape. It has ridges to make it easier to grip. The eccentric exercises and the concentric exercises are done with the TheraBand Flex bar. AIM--The aim of this study is to compare the Effect of myofascial release and TheraBand flex bar exercise verses TheraBand flex bar exercise in tennis elbow: Sports player. OBJECTIVES--To relief pain by myofascial release on nonspecific tennis elbow. To improve the strength and functional abilities by TheraBand flex bar exercise on nonspecific tennis elbow. METHODOLOGY: □ Source of data: Parul Sevashram Hospital. □ Study design: A comparative Study. □ Sample size: 30 □ Sampling method: Simple Random Sampling using random number table sampling method □ Study duration:4 weeks

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70-75

Mathematical Model To Determine Rice Milling Degree Based On Absorbance Characteristic Of Rice Solution At UV Spectrum

Mardison, Sutrisno, Usman Ahmad dan Slamet Widodo

Degree of Milling (DM) is an important parameter in determining the quality of milled rice, especially for the graded and labeled rice to put in the market. The development of method to determine the DM quantitatively is very important for checking the quality of rice quickly and accurately before packaging and labeling. This study aims to develop a mathematical model to determine the DM of milled rice based on the absorption characteristics of electromagnetic waves in the UV spectrum by rice solution. The method used in the model development was the empirical approach of the absorbance characteristics of electromagnetic waves in the UV spectrum, resulted from the Ciharang rice in n-Hexane solution. Pre-processing of spectral data by applying smoothing, the first derivative, second derivative and normalization were conducted in the development of mathematical model. It is known that the characteristic of electromagnetic wave absorption in UV spectrum of the rice solution was dominated by 331 nm wavelength. Furthermore, the mathematical model for predicting DM value was developed through the calibration stage and model validation using absorbance data at that wavelength. The calibration stage used the gravimetry method and put as reference to develop the exponential mathematical model with determination coefficient (R²) of 0.9595, while the determination coefficient for model validation is 0.9504 with Root Mean Square Error of Prediction (RMSEP) of 0.6193.

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Peningkatan Keterampilan Berbicara Bahasa Inggris Dengan Penerapan Metode Drama Interaktif Di Politeknik Kesehatan Kemenkes Surabaya (Interactive Drama For The Health Vocccational Students)

Wisnu Istanto, Edy Haryanto, Syamsul Arifin, Sri Sulami EA

Implementation of interactive drama method is an effort to improve the achievement of English speaking skill especially for healthcare vocational students. The purpose of this study is to determine the effective implementation of interactive drama method to improve the achievement of students' English speaking skills. This research can be categorized as experimental research. This study used experimental and control group design with pre-test and post-test. Two groups will be selected, the experiment group and the control group. This research use random sampling method. Each class has 28 students. The research was conducted in the Department of Health Analyst and Electrical Engineering of Polytechnic of State Health of Surabaya. Interactive drama teaching steps are divided into four stages consisting of (1) working on drama script, (2) drama exercises, (3) drama production, and (4) drama evaluation. This research has also proved that there are significant differences in the application of interactive drama method with General English teaching methods. The difference value is indicated by the Independent T-Test test of $0.000 < 0.05$ Sig (2-tailed). It has proven that the application of interactive drama is quite effective in improving the skills and ability to speak English.

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81-85

Effect Of Labor Social Security On Job Satisfaction

Hendra Gunawan, Gunawan Bata Ilyas, Nur Naninsih

Labor social security is a protection for workers in the form of compensation in the form of money in lieu of part of lost or reduced income and services as a result of events or circumstances experienced by workers in the form of workplace accidents, illness, pregnancy, maternity, old age and death world. Social security is a guarantee provided by the company will provide peace and a sense of security for the workers. The provision of social security will greatly affect the increase in performance and job satisfaction for workers. When someone feels safe and comfortable at work, it will be easier to improve performance and job satisfaction. The purpose of this study is to analyze the effect of the provision of labor social security on employee job satisfaction at PT. Kallarent Makassar City. This study uses primary and secondary data. The population of this study were all employees of PT. Makassar Kallarent. Data collection is done by observation and interview. In determining the respondents conducted by purposive sampling method. The analysis used is a single regression analysis. The results showed that labor social security had a significant and positive effect on job satisfaction in employees of PT. Kallarent of Makassar City, while the relationship (correlation) of labor social security with job satisfaction is categorized as a strong relationship.

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86-89

Radio-Sensitivity Test Of Acute Gamma Irradiation Of Two Variety Of

Chili Pepper Chili Bangi 3 And Chili Bangi 5

Aisha, A.H, Rafii, M.Y, Rahim H.A, Juraimi A.S, Misran, A, Oladosu Yusuff

Induced mutation is a powerful method to generate heritable variation by exposing plant materials such as seeds, seedlings or other plant parts to physical or chemical mutagens. Mutagenesis remarkably enhanced the agronomical and physiological characters such as pest and diseases resistance, improve yield and yield related traits in crops. Gamma radiation is the most extensively use mutagen to induce mutation in plant breeding because of cost effectiveness, high mutation frequency, and reproducibility. Based on this background, this study was conducted on two chili varieties namely, Bangi3 and Bangi5 by exposing them to different dose of gamma ray 100, 200, 300, 400, 500, 600, 700, 800, 900 and 1000 Gy to determine LD50 and the morph-physiological responses. The irradiated seeds along with the control seeds were sown in nursery bed in the greenhouse in field 16 at Faculty of Agriculture, Universiti Putra Malaysia. Lethal dose LD50 of two chili varieties was determined. The effect of gamma- ray on shoot length, length of root, fresh and dry weight of shoot and root, survival plants were assayed. The result revealed that the low gamma irradiation doses enhanced some of the growth parameters, however high doses severely affect these traits. Therefore, mutagenic dose of 310 and 447 Gy were estimated as the LD50 for Bangi3 and Bangi5 variety, respectively.

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90-95

Biological And Oceanographic Analyzes Of Intoxication By Marine Animal Consumption (IMAC) Precursors In Diego Suarez Bay And Northern-East Of Madagascar

LANDY SOAMBOLA Amelie, BEMIASA John, RASOAMANENDRIKA Agrippine Faravavy, MAHAZATSAKILA Volatiana Anissa, RAKOTOJAONASY Fenosoa Edwina, ZIA Florence, MARA Edouard Remanevy

Based on a retrospective view, the study aimed at analyzing the Intoxication by Marine Animal Consumption (IMAC) incidents occurred in north and northeastern Antsiranana. The study took place in September 2016, March 2017 and in July 2017 to February 2018 using oceanographic data (such as sea surface temperature (SST), rainfall and wind speed) and biological data, including the epidemiological data, the inventory of Dinoflagellates and chlorophyll a (chl-a). 108 cases were hospitalized. The age group most affected was 18 to 41 years (50%). The overall case fatality rate was 14%. The animals highlighted are a sea turtle, Sardinella and a Tuna. 40 genera of Diatoms and 09 genera of Dinoflagellates (g Prorocentrum, g Protoperidinium, g Scippsiella, g Dinophysis, g Gonyaulax, g Gymnodium, g Lingulodium, g Ostreopsis, g Preperidium) are reported throughout the Diego Suarez Bay. Parameters such as SST, rainfall, wind speed, the importance of terrigenous input and the morphological unit condition the establishment of Harmful algal blooms (HAB) which is favorable to the IMAC presence. The IMAC may possibly occur 10 days after the harmful algal bloom.

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The Effectiveness Of WhatsApp As An Information System Tool For

The Optimization Of Office Resources In Some Polytechnics In Ghana

Ismail Mahamud Zakaria, Iddrisu Ibrahim

The primary aim of this study was to investigate whether WhatsApp, as information system tool, could be used to optimize office resources and also examine the challenges that confront WhatsApp users. The survey research design was employed to achieve this objective. Findings from the study revealed that, the use of paper, ink and electricity was optimized when WhatsApp was integrated in information system for office operations. The survey results also showed that users of WhatsApp were faced with the problem of poor network stability and purchase of air time was equally difficult for them. The study could have some implication in the area of the sale of smart phones and prices of telecommunication services. Thus, policy makers were recommended to make pragmatic policies to encourage communication service providers come up with more affordable products and services for the Polytechnics. Finally, we suggested that future research should look at other social media like Facebook or Tweeter to dig out other diverse perspectives especially, if the proposed study would cover other Polytechnics and traditional universities.

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104-109

The Effect Of Managerial Ownership, Institutional And Investment Opportunities On Stock Performance In Manufacturing Companies That Are Listed On The Idx

Afriyani, Jumria

The objective of this study was to analyze the effect of managerial ownership structure, institutional ownership and investment opportunities on the performance of stocks in the manufacturing companies listed on the Indonesia Stock Exchange. For this purpose it is used to apply the analysis of managerial ownership, institutional ownership analysis, analysis of investment opportunities and stock performance analysis, multiple linear regression analysis, the classical assumption test (normality test, multicollinearity, autocorrelation test and test heteroskedastisitas) and hypothesis testing. The results showed that the effect of managerial stock ownership structure and a significant positive effect on the performance of stocks, but institutional ownership has a positive effect but not significant increase in stock performance. While investment opportunities and significant positive effect on the performance of the stock. Test results obtained by the finding that in unison between managerial ownership, institutional and investment opportunities jointly affect the performance of the company's shares are listed on the Manufacturing Indonesia Stock Exchange.

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110-115

Assessing Patient Satisfaction And Some Related Factors In The Kasena Nankana District - Ghana

Affi Osei Prince, Oppong Duah Kwaku, Oppong Irene

To access the relationship between patient satisfaction and some contributing factors, a study was conducted on 200 patients from the War Memorial Hospital. 54% of the patients were males whilst 46% were females. About 67% of the patients were satisfied meaning the satisfaction level at the hospital is higher. A logistic regression model was developed to establish a relationship between patient satisfaction and some contributing factors (age, sex, education, job, health, LTIME, AESTH, PHWR and NHIS). The result indicates that the most important variables associated with patient satisfaction are Sex, LTIME (length of time in attaining services), AESTH (aesthetic features) and PHWR (Patient health-worker relationship).

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116-120

Review Of D2D Communication

Akarshita Shankar, Vanshika Kuchhal, Satvik Raghvendra, Mamatha T

Intelligent transport management is one among the remedies that could be employed for the betterment of the roads. Along with betterment of roads, it ensures safety. It is an advanced application which without much intelligence provides advanced services relating to traffic management and various modes of transport. This enables the user to be alert and make smarter and safer decisions. This paper talks about the survey on various techniques used for the vehicle to vehicle communication. Discussion is made on the comparison of the various simulators that can be used for the system and thereby deriving inferences based on them.

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Mitigating Risk On Capital Structure Decision

Indah Martati, Suminto, Dyah Kusrihandayani

This research is an explanatory research using secondary data in the form of annual audited financial statements for manufacturing company LQ45 in Indonesian Stock Exchange the 2012-2016 periods. The Population was 25 companies with 9 samples. The research aims to prove whether there is a causality relationship between variables that represent the capital structure and the variables that represent profitability in relation to risk prevention efforts. Spearman rank correlation test proves the existence of a causality relationship between Total Asset Turn Over (TATO), Working capital Turn over (WCTO), Debt Equity Ratio (DER), Debt Ratio (DR), Price Earnings Ratio (PER) with Return On Asset (ROA) and Return On Equity (ROE). Furthermore, earning per share (EPS) and prices do not correlate with ROA and ROE of manufacturing companies in LQ45 on the Indonesia Stock Exchange. It implies that in order to mitigate risk in determining the capital structure, it is necessary to maintain the variable stability that reflects the capital structure until the condition of the balance between debts and own capital occurs.

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Biofuel Production From Jatropha Curcas Oil As Non-Edible Feedstock And Its Use In Diesel Engine

Muh. Irwan, Firman, Ramli, Mardhiyah Nadir, Marlinda

The utilization of domestic biofuel is still very small and has the opportunity to be optimized. Biofuel is a fuel used as an alternative to fuel from diesel engines. The biofuel production through alcoholysis process of triglyceride from jatropha curcas oil using different type of catalyst. This works was conducted determine of the performance diesel engine using jatropha oil fuels biofuel. The biofuel is mixed with diesel are certain level comparison to obtain B10, B20, B30, B40, and B50 (B10 is mixture of biofuel 10 % and diesel 90 %, etc). In this study the rotation is used 1500 rpm. The results of diesel engine performance research show biofuel fuel B40 produces the best engine performance at 1500 rpm. In this round obtained the Brake Specific Fuel Consumption (BSFC) 0.19 % and Brake Thermal Efficiency (BTE) percentage of 30.22 %.

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The Impact Of E-Commerce On Express Delivery Services In China: An Employment Prospect For Ghana

Philip Kofi Alimo, Dr. Zhang Yu Zhao

E-Commerce and express delivery have proven to have a synergetic relation. This relation has led to the expansion of logistics in developed countries like China and USA. In Ghana however, express delivery is in a decline and e-commerce is also not developing at the expected rate due to low synergy between the two, technological deficiencies and other challenges. This study gave an overview of express delivery and e-commerce in China, which has the largest market for both sectors. It further examined the challenges facing e-commerce and express delivery in Ghana through secondary data and made recommendations on measures needed to revamp both sectors in order to expand the economy and create jobs for the mass unemployed youth.

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The Effect Of Islamic Leadership, Competence And Compensation On Work Dicipline And Teacher Performance Of Madrasah Aliyah In Makassar City

Syamsul Bahri, Salim Basalamah, Jeni Kamse, Jamaluddin Bijang

This study aims to examine and analyze the influence of Islamic leadership, competence and compensation on teacher work discipline, and the influence of Islamic leadership, competence, compensation and work discipline on teacher performance and the influence of Islamic leadership, competence, compensation on teacher performance through teacher work discipline Aliyah Madrasah in Makassar City. The population of this study was 500 madrasah aliyah teachers in Makassar City, with 151 random samples drawn by simple random sampling. The results of the study were analyzed using Structural Equation Model

(SEM) analysis, to see the effect of independent variables on the dependent variable directly. The results of this study indicate that Islamic leadership has a negative and insignificant effect on teacher work discipline, competence has a positive and significant effect on teacher work discipline, compensation has a positive and significant effect on teacher work discipline, Islamic leadership has a positive and significant effect on teacher performance, competence has a negative effect and not significant to teacher performance, compensation has a positive and significant effect on teacher performance, work discipline has a positive and significant effect on teacher performance, Islamic leadership has a non-significant influence on teacher performance through work discipline, competence has a non-significant effect on teacher performance through work discipline and compensation have a non-significant effect on teacher performance through work discipline.

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137-143

Effect Of Market Orientation, Service Quality And Service Orientation On Semen Tonasa Customer Satisfaction And Loyalty In Makassar City

Fitriani Mandung, Basri Modding, Sabri Hasan, Hamza Ella

These instructions give you guidelines for preparing papers for IJSTR JOURNALS. Use this document as a template if you are using Microsoft Word 6.0 or later. Otherwise, use this document as an instruction set. The electronic file of your paper will be formatted further at IJSTR. Define all symbols used in the abstract. Do not cite references in the abstract. Do not delete the blank line immediately above the abstract; it sets the footnote at the bottom of this column. The study was carried out at PT Tonasa Pangkep as a reference for its Marketing system, by sharing questionnaires for customers and distributors by setting a sample of 100 respondents based on the Sloving formula. The questionnaire results data were analyzed using the Structural Equation Model, using AMOS 18 assistance. The results of the study found that Market Orientation directly had a negative and significant effect on customer satisfaction, a positive and not significant effect on customer loyalty. Direct service quality has a positive and significant effect on customer satisfaction, thereby increasing customer loyalty. Service orientation has a positive and significant effect on loyalty through customer satisfaction. Market orientation has a positive and not significant effect on loyalty through customer satisfaction. Quality of service has a positive and not significant effect on loyalty through customer satisfaction. Service orientation has a negative and not significant effect on loyalty through customer satisfaction.

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144-153

Strategies For Increasing Customer Loyalty PT. BRI Multifinance Banyuwangi

Setiyo Adi, Isti Fadah

PT.Banyuwangi Indonesia Multifinance BRI is an institution that distributes financing for motorized vehicles and heavy equipment, and machinery. Along with the development of the City of Banyuwangi, many similar institutions operating in this city include PT. Mandiri Tunas Finance, PT. BFI Multifinance and others. Each institution certainly wants to serve its customers as well as possible so that in the long run it remains its customer. Customers

like this are called loyal customers. To get loyal customers, of course it must be followed by fulfilling the basic needs for service to these customers. In order to further increase customer loyalty, PT. BRI Multifinance Banyuwangi seeks to research, discover and implement Customer Loyalty Enhancement Strategies using SWOT analysis. SWOT analysis is an effort to identify the scope of strengths, weaknesses, opportunities, and threats that determine the company's performance. The results of the analysis show that the problems faced by PT. Banyuwangi BRI Multifinance is a relatively long process / stage of financing because it is associated with a processing system that is centralized at the Jakarta Multifinance BRI Head Office. In addition, workers / employees who are relatively new, have not been educated properly, so that product knowledge and mastery of the work field are not optimal.

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154-159

Purchase Decision As A Distribution And Promotion Mediator Building Satisfaction Of Customers Of SGM Milk Products In Surabaya City

Arie Siswanto, Mohamad Dimiyati, Sumani

The city of Surabaya is the second largest city in Indonesia. The community is dynamic with the many mothers who become workers and must leave their children. In fulfilling nutritional needs for their children, there are many alternative brands of formula milk available in minimarkets and supermarkets in the city of Surabaya. SGM Milk is a market leader in marketing formula milk, an interesting thing to do is research on the marketing strategies that are carried out. How consumers determine purchasing decisions that become distribution and promotion mediators in building customer satisfaction. This study used a sample of 117 respondents who were buying mothers who were buying SGM milk more than once. Hypothesis testing in this study used the AMOS version 19.0 program. The results of this study distribution and promotion variables have a positive and significant effect on purchasing decisions and customer satisfaction. The influence of purchasing decisions on customer satisfaction is higher than distribution and promotion, showing positive purchasing decisions to be distribution and promotion mediators in building customer satisfaction.

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160-165

Purification Of Bioethanol With Bamboo Activated Carbon As Adsorben

I Putu Surya Wirawan, Sutrisno Suro Mardjan, Kudang Boro Seminar, Leopold Oscar Nelwan

Bioethanol purification techniques have developed very rapidly. Bioethanol purification techniques are usually carried out in several ways, namely distillation, membrane pervoration and adsorption. Purification technology is still being developed to obtain an efficient and easy to do purification technology. Purification technique by adsorption is one of the purification techniques that is very easy to do where the raw material of the adsorbent is very easy to obtain. This study used adsorbents from petung bamboo with sizes 80 and 200 mesh that were activated. This study was conducted to determine and characterize pellet-shaped bamboo carbon from bamboo activated carbon with a size of 200 mesh and obtain a bioethanol concentration greater than 99% through a distillation

adsorption method simultaneously. The results of the adsorption process are expected to be one of the solutions for renewable energy raw materials replacing fuel oil sourced from non-renewable fossil materials.

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166-169

Effectiveness Of Using Video Audio Visual Media In Forming Social Attitudes On Akidah Akhlak Lessons Students Of The Mtsn Cisaat Cirebon IX Class

Akhmad Affandi

The purpose of this study is to see the effectiveness of using audio visual media in shaping social attitudes. The research methodology used is statistical analysis with an inference approach, This research included pre-experimental design with one group pre-test-post-test design. The results showed that the use of audio-visual media to increase the formation of social attitudes showed significant results.

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170-172

Electronic Eye Using LDR

Jeel Majithia, Yogendra Vaghela, Mihir Shah, Venkataramanan. V

In today's world, with the amount of crime rates it is important to secure our homes and work places. Electronic Eye is also known as magic eye. It makes sure that there is a constant watch on your doors. Imagine if you are alerted each time someone is trying to enter your home or work place. This helps you to take precaution before the damage has occurred. It is one of the most helpful devices in today's security system. Electronic eye is a security system based on photo sensing arrangement. The circuit has two major parts. One being the power supply unit and the other is the logic unit. In the power supply unit 5 volt of power is obtained after its conversion from 9 volt. The logic unit consists of a Buzzer and Light Dependent Resistor (LDR). The logic unit works when a person is near the door. Light on the LDR determines the presence or absence of a shadow near the security system. When a shadow falls on the LDR, the sensor senses the absence of light and the buzzer goes off and the LED glows.

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173-175

Comparison Of The Level Of Decreasing Scale Of Dysmenorea Pain Using Warm Compress And Massage Counterpressure Methods To Junior High School Students In Cimahi City

Yosi Oktri, SST,MM, Ando Fikri Hakim, S.Kep.,Ners.,MAN, Ryka Juaeriah, SST,MM,M.Keb.

In Indonesia, the incidence of menstrual pain or dysmenorrhea is 64.25%, consisting of 54.89% of primary dysmenorrhoea and 9.36% of secondary dysmenorrhoea. Dysmenorrhea pain occurs due to contractions of the uterine muscles due to the release of prostaglandins. This pain can spread from the stomach to the waist, lower back, and inner thighs, and can carry out daily activities. Dysmenorrhea can be released non-pharmacologically can be given through warm compresses, cold compresses, counterpressure massage, exercise, rest, deep breathing relaxation techniques, chocolate administration, yoga, and hypnotherapy. This study was conducted to look at a better scale of dysmenorrhea after using counterpressure massage methods and warm compresses on female students in junior high school in the city of Cimahi. The design used in this study was quantitative by observational method using two groups of posttest pretest designs without control. The subjects of the study were 240 female students from 3 junior high schools in Cimahi City who were visited by primary dysmenorrhea, using total sampling. Respondents were divided into 2 groups, namely massage suppressing groups and warm compress groups. The study was carried out for 4 cycles of dysmenorrhea. Data analysis which is different from the independent mean with the t test. The results showed that there was a large scale before and after warm compresses, with a value of $p = 0,000$ ($p < 0.05$) and there was a decrease in the scale of pain before and after massage with a value of $p = 0,000$ ($p > 0, 05$). The results of the study can be duplicated and are very efficient and massage can reduce the scale of dysmenorrhoea pain. Non-pharmacological treatments for hot compresses and counterpressure massages can be used by middle school students to reduce the scale of dysmenorrhoea pain.

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176-179

Knowledge, Attitude, And Practice Of Adolescents Student On Sexual And Reproductive Health In Selected Government And Private Senior High School In Cimahi City West Java Indonesia; Inputs For An Action Plan

Yayat Suryati

This study was conducted to determine the self-assessed knowledge, attitude and practices of adolescent student respondents enrolled in the selected government and private senior high schools at Cimahi City, West Java, Indonesia. An adopted survey questionnaire was the main instrument in gathering the data used in answering the research problems and in testing the hypothesis. The questionnaires were distributed to senior high school students. A total of 376 samples were the respondents of the study. They were chosen using random sampling techniques. Thereafter the raw data were encoded and statistically treated for analyses and interpretation so as to find answers to the research problems and test the hypotheses. The assessment of the respondents were quantified using the weighted mean. The test of significant difference were done through the use of t-test and the relationship was obtained through correlation test using the point-biserial correlation coefficient and ratio-correlation coefficient formulas.

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180-194

Determination Of Hygiene Knowledge Levels Of Butcher And Delicatessen Employees In Şanlıurfa Province

İsmail Şah HAREM, Hikmet DİN, Serap KILI, ALTUN, Mert KARTAL

Butcher and delicatessen employees can be directly or indirectly infected with many bacterial, parasitic, fungal, viral agents through direct contact, aerosols, contaminated instruments, and surfaces. For this reason, it is important to determine and inform employees about their level of infection and protection methods. This study was carried out to evaluate the awareness of the butchers and delicatessen employees on this issue. A questionnaire was prepared to evaluate the awareness of the butchers and delicatessen employees. The study is a descriptive study conducted in Şanlıurfa. A total of 82 people in the town center of Şanlıurfa were involved in the retail butcher and delicatessen business. A questionnaire that evaluates the knowledge, attitudes, and behaviors of the participants about the socio-demographic characteristics and the choice of disinfectants and detergents was applied by face-to-face interviews. Statistical analysis of the study was performed by using SPSS package program. When we examine the educational status of the participants, 3 (3.64%) of the employees were university graduates and 25 (30.48%) were primary school graduates. The average age of the employees was 38.80 ± 9.77 and the average work experience was 21.39 ± 10.52 (min = 3, max = 50) years. In the question of whether there are medicine cabinets in the workplace, 72 (87.80%) of the employees answered yes and 10 (12.19%) answered no. How often do you clean the tools and equipment you use? 56 people (68.29%) daily, 10 people (12.19%) day excess, 6 people (7.31%) gave the answer in three days. For this purpose, most of the detergent used, only 2 companies using biocidal product information was collected. 89.02% of the employees stated that they did not have any health problems related to their work. 68.29% of the enterprises reported that they had been fighting with insects and 50% were fighting rodents. 81.7% of the employees reported that they did not receive any training related to their work and 17.07% stated that they did not use gloves while working. It has been concluded that butcher and delicatessen employees do not have sufficient knowledge about biocidal products due to differences in knowledge and skill levels of hygiene and negative physical conditions of workplaces. All personnel working in butchers and delicatessens must be certified, standardized and disseminated throughout the country.

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195-198

Effects Of Tropical Herbs On Serum Biochemistry And Haematological Characteristics Of Weaner Grasscutters

Lucky Ebiakpo Daniel, Inibehe George Ukpong, Abdulai Babatunde Sule

This study was carried out to determine the effects of tropical herbs on the serum biochemistry and haematological characteristics of weaner grasscutters, using *Ocimum gratissimum*, *Moringa oleifera*, and *Gongronema latifolia* as supplementary sources of vitamins and minerals. A total of 20 weaner grasscutters comprising of four males and sixteen females at the age of eight weeks were used for the study. The experimental animals were allowed two weeks of stabilization period and feeding trials lasted for twelve weeks. Five grasscutters were randomly allocated to each treatment. The floor of the pens were cleaned daily, feed and water were provided ad libitum. Leaves were air dried under shade for ten days, all leaves were threshed carefully to separate leaves from twigs before blending. Twenty percent (20%) of *M. oleifera*, (20%) *G. latifolia* (20%) *O. gratissimum* leaf meals were added to each supplemented diet. Results on blood and biochemical analysis indicate that the mean values of haemoglobin concentration (HB), red blood cell count (RBC) and total white blood cell count (WBC) were affected by the treatments ($P < 0.05$). The treatments did not affect ($P > 0.05$) the mean packed cell volume (PCV),

mean corpuscular haemoglobin (MCH), mean cell haemoglobin Concentration (MCHC) and Mean corpuscular volume (MCV) values in the blood of the grasscutters in various treatment groups. RBC and WBC values were higher ($11.06 \pm 0.59\mu\text{l}$ and $13.12 \pm 1.39\mu\text{l}$) for grasscutters in T2 while grasscutters on T1 recorded higher Hb concentration ($17.65 \pm 0.27\text{g/dl}$). An increase in WBC and lymphocytes were recorded for grasscutters in the experimental groups compared with the control ($P < 0.05$). Average NEU, MON, EOS, BAS values in the blood of grasscutters did not vary ($P > 0.05$). The treatments significantly ($P < 0.05$) increased the urea level in blood of grasscutters in the experimental group compared with control group. The study found that the leaf meals of herbs administered at the dosages used and for the duration of the experiment had significant treatment effects on the haemopoetic system of grasscutters with better effect on growth performance recorded for grasscutters on *M. oleifera* leaf and *O. gratissimum* leaf supplemented diets. The study recommends the use of tropical herbs as important supplements for improving the serum biochemistry and haematological parameters of grasscutters.

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199-204

Sun Light Intensity Identification In Cocoa Plant On Variation Of Shading Plant Type In Soppeng Regency

Fatmawati, Ariffin, Setyono Tyasmoro, Roedy Sulistyono

Cocoa plant (*Theobroma cacao* L.) is a mainstay plant of South Sulawesi. This study aimed to identify the intensity of sunlight in various types of shading plants and pruning plants against cocoa plant. This research was conducted in the Lilirilau sub-district of Soppeng Regency, South Sulawesi Province from January to March 2018. The results of the study showed that the intensity of sunlight on the three types of shading plants measured above the plant canopy was higher, namely (4864.3 Lux) then it was followed by one type of shading plants (4468.8 Lux) and two types of shading plants, namely (4073.1 Lux). Next, it was measured under the plant canopy, where the variations of three types of shading plants were higher (1644.0 Lux), which was followed by variations of two types of shading plants (1173.0 Lux), and one type of shading plants (1139.0 Lux). For air temperature and soil temperature, variations in one shading plant were higher, namely 34.8; 33.3°C, then variations in two types of shading plants were 31.4; 31.2°C, and variations in three types of shading plants were 31.3; 30.6°C while for air humidity (RH) variations of two types of shading plants were higher (68.5%), followed by variations in three types of shading plants (68.0%) and one type of shading plants (60.7%). For maintenance pruning and production pruning, it were respectively (44% and 88%). In other words, in average, respondent farmers did not carry out pruning. Based on the results of statistical analysis, it was found that the intensity of sunlight was different in different types of shading plants.

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205-210

The Performance Of Local Government Company In Tidore City

Abdul Halil Hi. Ibrahim, Aji Deni, Ramli Sugianto

This study purpose of evaluating the performance of Tidore Island City government companies. The expected to be an input for the company to improve employee

performance in carrying out their daily duties and responsibilities. Besides, as material information and guidance for advanced research who want to research the same problems and topics. The results study indicate that the performance of local government companies □AMAN MANDIRI□ is not good, the president director has not been able to move the company to achieve its vision and mission. The general director has not been able to manage the human resources and resources maximum. The director of services and production has not performed optimally until now the company has only focused on merchandise distribution activities such as staples, no business innovations developed.

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211-215

The Impact Of FDI, Human Capital, And Corruption On Growth In Asian Developed And Developing Countries

Inma Fatmawati, Agus Suman, Wildan Syafitri

This study tries to prove the impact of FDI, human capital, and corruption on economic growth in Asian countries, especially for developed and developing countries. There are many studies that prove that FDI and human capital both partially and simultaneously are able to drive growth. Meanwhile, corruption theoretically has a negative impact on growth, but several other studies have proven that corruption in some ways can also drive growth. This study uses FDI data, School Enrollment Ratio Tertiary, and corruption taken from the Corruption Perception Index to determine the impact on growth from 2003-2015 using panel data analysis methods. The results show that in developed countries, FDI actually has a negative impact on growth. Unlike in developing countries, FDI inflows can help drive growth. Human capital has a positive impact on growth for developed and developing countries. But in developed countries, this impact is not significant. While the corruption variable provides results the increased CPI score means a country with less corruption has a positive impact on the increased economic growth.

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216-221

The Effect Of Product Innovation, Consumer Attitude And Advertising At The Purchase Decision Of Yamaha Motorcycle In CV Sejati Mitra Motor Medan Marelان

Derajat Pulungan, Amrin Fauzi, Endang Sulistya Rini

Yamaha as a growing automotive company realizes intense competition among automotive industries. Yamaha continuously convinces the consumers provide the best further. There are many Yamaha distributors in Medan selling various parts of its products. Nowadays, in Indonesia, the selling of motorcycle is still dominated by four well-known brands such as Honda ,Yamaha, Suzuki , and Kawasaki. These brands have been familiar to the Indonesian. Yamaha, one of the biggest motorcycle companies in the world, is the second leading company selling motorcycle in Indonesia. In 2012, the selling of Yamaha Motorcycle was recorded as many as 2.433.354 units, while as many as 3.147.873 units were registered at AISI (Indonesian Motorcycle Industry Association) in 2011. Target market of Yamaha decreased to 39.14% in 2011 and to 34.07% in 2012. The purpose of the study was to find out and analyze the influence of product innovation, consumer□s attitude and

advertisement attraction on the decision to buy Yamaha Motorcycle at CV. Mitra Motor Sejati Medan Marelان. The data obtained were analyzed through multiple linear regression tests. The result of the study showed that simultaneously the innovation of product, customer's attitude and advertisement attraction had a positive and significant impact on the decision to buy Yamaha motorcycle. Partially, the product innovation and customer's attitude had a positive and significant impact on the decision to buy Yamaha motorcycle. Determination coefficient showed the ability of the innovation product (X1), the consumer's attitude (X2), and advertisement attraction (X3) could explain the adequately strong variation on the decision to buy Yamaha Motorcycle.

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222-226

Energy Consumption Reduction And Optimize The Operation And It's Associated Cost

Ameen Abdulkareem Al-Ansari

A chilled water energy assessment was conducted at Public Authority for Applied Education and training in Kuwait, which took place over a 6-month period (April to September). This involved the facility's engineering, maintenance, and chilled water production personnel. The goal of the energy assessment was to commission and audit the major energy uses at the facility and to identify opportunities to reduce energy consumption and optimize the operation and its associated cost. At the end of the site assessment, the recommendations of the cooling system was discussed in further length as well as the methodology of implementation, a wrap up study and discussion of findings and provide a list of recommendations for the plant to start evaluating. Estimated project costs are also included where they are know

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227-233

Application Of 30 Icon Cuisines In South Sumatera As A Entrepreneurship Learning Media At Pgrl University Of Palembang

Neta Dian Lestari; Erma Yulaini

The love of researchers to the City of Palembang makes researchers confident of the richness of natural resources, human resources and the taste of typical cuisine in the Province of South Sumatera. As the people of Palembang City, students of the Palembang PGRI University, who are from various regions in South Sumatera Province, some even come from outside the province of South Sumatera, do not want to take part, they want to participate in the success of ASEAN GAMES 2018 which will be held in Jakarta and Palembang. A pride of the people of Indonesia and pride as citizens of Wong Kito Galo (everyone of us). Especially students of the PGRI University of Palembang will utilize even to introduce the typical cuisine of the Province of South Sumatera, especially the Palembang city to the International arena and preserve this unique country cuisine. Besides the natural beauty of the city of Sriwijaya is very famous with the icon of the Ampera Bridge, Musi River and Empek-Empek, but there are thousands of typical South Sumatera Province cuisine that is not yet known both nationally and internationally, therefore researchers are interested in researching the Typical Cuisine of Palembang city, entitled: Application of 30

Icon of Typical South Sumatra Cuisine as Entrepreneurship Learning Media at Palembang PGRI University. Based on the results of the research that the researchers have done and based on the statements expressed by the students from the results of the questionnaire, the students' response to the treatment given by the researcher was in the form of implementing 30 Icon of South Sumatra specialties as an entrepreneurial learning media at the Palembang PGRI University, amounting to 87.26%.

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234-238

The Influence Of Incentive And Organizational Climate On Employee's Performance With Employee Morale As Intervening Variable At PT Bank Sumut, Medan

A. Affandi Asyad Siregar, Prihatin Lumban Raja, Yeni Absah

Maximal performance is supported by gaining incentive which is in accordance with employee's success in achieving a target, favorable organizational climate in completing certain work, and employee morale in completing their work. In achieving organizational vision and mission, PT Bank Sumut, Iskandar Muda Branch Office, Medan, has implemented its task and function, and its employees have worked maximally in fulfilling the company's needs. It can be seen from the target and the realization which have been achieved by PT Bank Sumut, Iskandar Muda Branch Office, Medan, in the last three years. The realization of various activities reaches 50%. The objective of the study was to find out and analyze the influence of incentive and organizational climate on employee's performance with employee morale as intervening variable at PT Bank Sumut, Iskandar Muda Branch Office, Medan. The population was 75 employees who worked for PT Bank Sumut, Iskandar Muda Branch Office, Medan, and all of them were used as the samples, taken by using census sampling technique. The data were gathered by using descriptive quantitative survey method by distributing questionnaires and analyzed by using path analysis with an SPSS software program. The result of the research showed that, simultaneously, there was positive and significant influence of incentive and organizational climate on employee's performance. Partially, incentive had positive and significant influence on employee's performance, and organizational climate had positive and significant influence on employee's performance. Simultaneously, incentive and organizational climate had positive and significant influence on employee morale. Partially, incentive had positive and significant influence on employee morale, and organizational climate had positive and significant influence on employee morale at PT Bank Sumut, Iskandar Muda Branch Office, Medan. Partially, employee morale had positive and significant influence on employee's performance at PT Bank Sumut, Iskandar Muda Branch Office, Medan. Indirectly, incentive had positive influence on employee's performance through employee morale, and organizational climate had positive influence on employee's performance through employee morale at PT Bank Sumut, Iskandar Muda Branch Office, Medan.

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239-246

Is 5G Ready For The Social Internet Of Things World?

Terry Schorn

A game changer in mobile communication is presently happening today concerning affordable gigabit cellular connectivity. Gigabit connection speeds for cellular users has been a natural progression from previous technological advances in this area. We have gone through a logical progression of 2G, 3G, 4G, and now the latest and fastest option 5G. This faster 5G option will open up many new, game-changing opportunities for the commercial and residential Internet of Things (IoT) applications that rely on "always on" internet connections. Advancement in this technology brings new security concerns that "always on" internet connections present. This document will explore how 5G cellular connections have evolved with a security focus in mind. Security concerns, both present and future, are presented to the reader for consideration. Key security concerns include transition to 5G, changes in Trust Models, IoT strategies, consumer acceptance, and 5G availability. Please continue to read further for more information on how 5G will impact your future IoT strategy and how to leverage IoT applications securely and economically.

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247-254

Case Study Of Comparing Security Features Of Facebook And Google Plus

Raniah M. Alsahafi

The topic of cloud computing is becoming well known these days. It enables many services to be easily accessed in the internet in anywhere in the world. People are sharing their life events with their friends over the internet using several types of social networking sites such as Facebook, Twitter, My Space, Google Plus and so on. This lead to spread much valuable information and it becomes hard to prevent these information from leaking. This Study compare the security features of the most popular social network: Facebook and Google plus. It discusses major features and threats that face them. Users are the most important defense line whether they are using Facebook or Google Plus. They are the only one who know how much security and privacy that they need and control the amount of information that they can post, also who allowed to access their profiles. I have tested the possibility of some of these threats. Furthermore, I had our own experience to test their users' security awareness. Then, based on all of that, I have compared between them in terms of security and privacy. Finally, I present my point of view regarding the case study.

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255-261

Genre-Based Approach: Its Integration To Teach English Grammar In Constructing Sentences

Erwin Gay, Bakar Djibat, Sabaria Umahuk

This study aims to discuss how teaching and learning activities were carried out by using Genre-based in teaching English grammar in constructing sentences at SMA Negeri 1 Kota Ternate. This study was conducted to the 27 students of class XI language and culture. The research was designed into a qualitative approach by using the phenomenological method. To collect data, the researcher used the students' results of the test. Research findings reveal that more than 70% of the students were successful in identifying the language features of constructing sentences. The implementation of a genre-based approach to

teaching English grammar gives a good contribution to the improvement of the students' proficiency in constructing sentences.

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262-266

The Implementation Of Role Play Method In Improving Students' Speaking Skill: A Classroom Action Research At Grade IX Students Of SMP Muhammadiyah 1 Ternate

Nurlaily Sofyan, Taslim Buaja, Ona Raiyani Rahman

This research aimed at improving students' speaking skills at grade IX of SMP Muhammadiyah 1 Kota Ternate by implementing Role Play Method. This research designed as a qualitative by using Classroom Action Research (CAR) model of adopting Kemmis & Taggart. The data were collected through observation, speaking performance test, rubric, and observation checklist. There were 25 students participated in this research consisted of 15 male and ten female students. Based on the results, it can be concluded that Role Play method is effective in improving students' speaking skills.

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267-269

Problem-Based Learning Model Applied: Enhancing The First Grade Students' English Achievement At Muhammadiyah Islamic School Kota Ternate

Adi F. Mahmud, Taslim Buaja, Safia A. Noh

Choice, a model of teaching to apply in the classroom, has a significant role in helping successful student achievement. Model of education gives the most significant contribution. This research aims to investigate two main questions (1) how PBL is applied in teaching English in the classroom? And (does PBL enhances the first-grade students' English achievements?). Classroom Action Research (CAR) use to collect and analyze research data, and then this research happens only one cycle. First-grade students at Muhammadiyah Islamic school involve as the subject. They are 20 students. Data collection by using two techniques such as test and observation. Data finding from analysis through descriptive statistic and descriptive qualitative applied to presented observation result findings from observation and test indicated that students in each group participate well in asking questions, answering the question from other groups and teacher, and doing each instruction for teaching and learning activities take place. The students in each group could manage their group well during teaching and learning process take place. Students did not make a noise and disturb each other. The testing findings showed the effect of PBL on students learning achievement appeared variously. Twenty-five students were testing score significant improvement. The lower scores of students testing were = 76 (one student), and the higher score was = 81 (one student). Moreover, the overall the results of students testing score reach over = 75. It was higher than English subject KKM at that school. It indicated that there was the statistical improvement of the impact of PBL model applied in teaching English at first-grade students of Muhammadiyah Islamic School Kota Ternate.

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270-272

The Degree Of Employment Of Information Technology In The Directorates Of The Ministry Of Education In The Development Of Administrative Innovation From The Point Of View Of Administrators In The Sultanate Of Oman

Mr. Ali bin Hamed bin Muhanna AL-Shibli; Dr. Mohammed Ali Ashour; Dr. Rashid bin Suleiman Al - Ghafry; Dr. Abdul Hamid Saeed Hassan

The Information Technology applying Degree in Oman Ministry of Education Directorates to develop the Managerial Innovation by Administrators from their Point View The Study aimed at identifying the status of the information technology in the directorates of education to develop the managerial innovation by the administrator from their point of view. The study sample consisted of (286) administrator in (10) regional directorates and Ministry of Education in Oman. To answer the study questions, the researcher developed a questionnaire. It consisted of (53) items that were divided into (5) domains. Validity and reliability of the questionnaire were computed. Means, Standard Deviation, One way ANOVA and LSD-Test were used to answer the study questions. The results of the study were as follows: The means for the Information Technology which were applied by the Administrators in the directorates of education in Oman were follows: improving Management ability and Skills, Managerial Communication, Information and Database availability, Decision Making and Superintendence. There were statistically significant differences in the status of the Information Technology that were attributed to gender in favor of male, also that were attributed to job position in favor of head of department and attributed to experience in favor of more experience. In the light of the results, the researcher recommended that it is necessary to develop the status of Information Technology .It is also necessary to improve internet usage and continues training to the administrators.

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273-294

The Business Strategy And Development Life Cycle With Quality Accounting Information Systems

Nur Zeina Maya Sari

This Study aims to determine Business Strategy, Method of Developing Life Cycle System (SDLC) on the Quality of Accounting Information Systems and the Impact on the Quality of Accounting Information at BUMN. The function accounting information system is to provide information important to reduce uncertainty, support decisions, and encourage better, scheduling, and job control. An important business strategy in the implementation of an effective information system. This study aims to develop an information system development life cycle on the success or failure of information systems. The accounting information system is not yet fully qualified because the planning of implementation in communicating the implementation of the quality of the accounting information system has not been maintained.

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295-300

The Effect Of Store Image And Store Location On Purchase Decision And Customer Loyalty Of Modern Retails In The City Of Samarinda

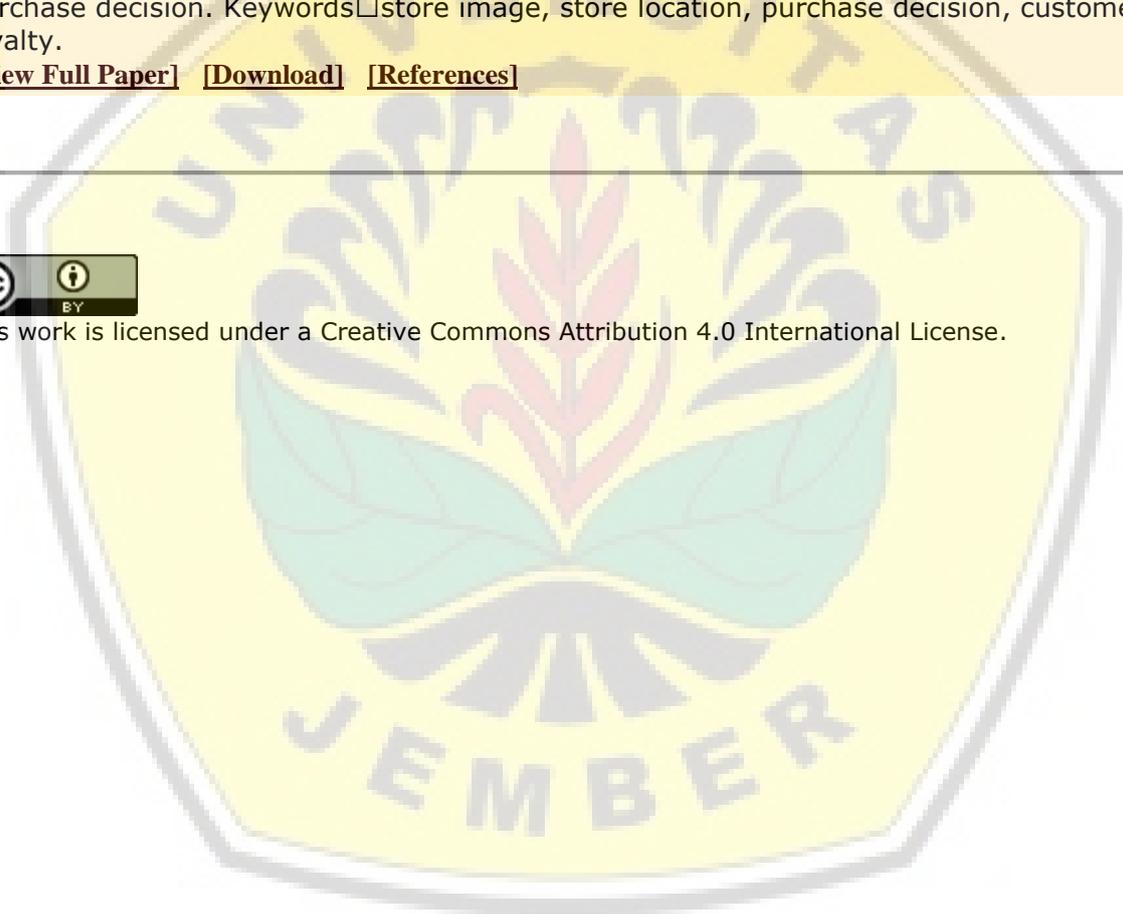
Sugeng Hariyadi, Armini Ningsih, Johan Lucas Away

This study aims to prove the significance of store location and store image effect on purchase decision and customer loyalty of modern retail customers in Samarinda. In this study the population is the people in the city of Samarinda who had bought the product and visited the modern retail in three locations namely Matahari Big Mall, MatahariPlasamulia and Matahari Mall Lembusuana. The research sample is 160 people. Data collection method used is by distributing questionnaires to respondents who have made a purchase. Data analysis using Structural Equation Model (SEM).The results showed that store image, store location both have a significant effect both on customer loyalty directly and through purchase decision. Keywords□store image, store location, purchase decision, customer loyalty.

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Purchase Decision As A Distribution And Promotion Mediator Building Satisfaction Of Customers Of SGM Milk Products In Surabaya City

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Abstract: The city of Surabaya is the second largest city in Indonesia. The community is dynamic with the many mothers who become workers and must leave their children. In fulfilling nutritional needs for their children, there are many alternative brands of formula milk available in minimarkets and supermarkets in the city of Surabaya. SGM Milk is a market leader in marketing formula milk, an interesting thing to do is research on the marketing strategies that are carried out. How consumers determine purchasing decisions that become distribution and promotion mediators in building customer satisfaction. This study used a sample of 117 respondents who were buying mothers who were buying SGM milk more than once. Hypothesis testing in this study used the AMOS version 19.0 program. The results of this study distribution and promotion variables have a positive and significant effect on purchasing decisions and customer satisfaction. The influence of purchasing decisions on customer satisfaction is higher than distribution and promotion, showing positive purchasing decisions to be distribution and promotion mediators in building customer satisfaction.

Index Terms: purchasing decisions, mediator, distribution, promotion, customer satisfaction.

1 INTRODUCTION

Adequacy of nutritional needs for children, especially in the period of the first 1000 days of life is very influential in improving the quality of human resources of a nation. The level of milk consumption per capita in Indonesia is still lagging behind in Southeast Asia, but the milk market in Indonesia has reached more than double digit growth. The high population in Indonesia and the increasing awareness of the importance of nutritional needs for children, the growth of the milk market in Indonesia grows annually by 30 percent. Distribution of SGM milk that is evenly distributed throughout Indonesia makes the Danone Group the market leader in the dairy business. Danone Group controls 32 percent of the market for milk powder. The data was sourced from Prosperous Nutricia Indonesia which contributed 12 percent and Sari Husada which gained a market share of 20 percent. In second place, there is Nestle Indonesia with a market share of 31 percent. The next sequence is filled by PT Kalbe Nutritionals, a subsidiary of PT Kalbe Farma Tbk with 9 percent of the market share. After that, then Frisian Flag Indonesia (8 percent), Fontera Brand Indonesia (6 percent), and PT Wyeth Indonesia (4 percent). As for PT Abbott Indonesia, PT Mead Johnson Indonesia and PT Nutr In 2017 TOP BRAND conducted a survey for formula milk consumption in Indonesia and showed SGM brand milk to be the market leader in Indonesia with 33.1% market share. An interesting promotion continues to be made by Nutricia Sari Husada on television and print media continuously to attract the attention of consumers to buy SGM milk.

Nielsen's data in February 2018 show that SGM dairy products dominate the market with a 41.4% market share. In second place, there is Nestle Indonesia with a market share of 25.9%. The next sequence is filled by PT Nutricia Indonesia Sejahtera by controlling 11.9% market share. Furthermore, Frisian Flag Indonesia followed with 8.5%, then PT Sanghiang Perkasa, a subsidiary of PT Kalbe Farma Tbk with 6.5% market share and other dairy products, only 5.8% of market share. Good product distribution is very important to develop the business. Companies can achieve competitive advantage through the way they design distribution channels, especially those concerning reach, expertise and performance (Kotler & Keller 2007: 387). Research from Irawan (2015) also supports that distribution has a significant influence on purchasing decisions. While Fathimah's research (2013) shows the existence of a research gap, because in its research product distribution does not affect customer satisfaction. Promotion as a means of corporate marketing communication is designed so that consumers know the existence of a product and encourage a positive attitude towards the product so that purchases occur (Schiffman & Kanuk 2008: 254). Plume et al. (2018) explained that in his research promotion had a significant effect on tourist decisions. ifood Indonesia each recorded holding a 3 percent market share of milk powder in Indonesia. Buyer's decision consists of five stages, namely recognition of needs, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior (Kotler & Armstrong 2008: 179). Chan S. Yeu et.al (2012) shows that distribution and promotion have a significant effect on McDonald's purchasing decisions in China and India. Customer satisfaction is a feeling of pleasure or disappointment that arises because someone compares the performance perceived by the product to consumer expectations (Kotler & Keller 2009: 139). Dovaliene (2015) shows that purchasing decisions affect customer satisfaction. Purchasing decisions and customer satisfaction are strongly influenced by the distribution and promotion strategies applied by a company. The existence of several research results that differ from distribution and promotion influences on purchasing decisions and customer satisfaction, of course it is interesting

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to test and analyze how significant the effect on marketing of SGM milk in Surabaya City and how significant the purchasing decisions become mediators of distribution and promotion in building customer satisfaction.

2 LITERATURE REVIEW

Kotler and Keller (2009: 5) suggest marketing is an activity of identifying and fulfilling human and social needs in a profitable way. Lamb et al. (2000: 6) suggests that marketing has two concepts. First marketing is a philosophy, attitude, perspective or management orientation that emphasizes consumer satisfaction. Both marketing is a set of activities that are used to implement this philosophy. Marketing according to Kotler and Armstrong (2008: 5) is the management of relationships with customers that can be profitable. The two marketing goals are to attract new customers by promising value excellence and maintaining and growing existing customers by giving satisfaction. Lamb et, al (2001: 56) describes a distribution strategy that is closely related to making products available when and where consumers need them. Distribution is all business activities related to the storage and transportation of a number of raw materials or finished materials. The purpose of distribution is to ensure that the product arrives in a condition suitable for use at the designated place when needed. Kotler and Keller (2009: 14) explain marketers using distribution channels to deploy, sell or deliver physical products or services to customers or users. Distribution channels include distributors, wholesalers, retailers and agents. Kotler and Armstrong (2008: 63) describe places that include company activities that make products available to customers. The company partners with many distributors or distributors who will sell various products. Kotler and Armstrong (2008: 63) explain that promotion is an activity that conveys product benefits and influences customers to buy them. The company prepares costs to inform customers about the company and its products. Kotler and Keller (2007: 266) define promotion as a collection of mostly short-term incentive tools designed to stimulate the purchase of certain products or services faster and bigger by consumers or traders. Tjiptono (2008: 219) explains that promotion is a marketing activity that seeks to disseminate information, influence, remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company. Kotler and Armstrong (2008: 181) explain consumer purchasing decisions is to buy the most preferred brand, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others and the second factor is unexpected situational factors. Consumers form purchase intentions based on factors such as expected revenue, price and product benefits. Kotler and Keller (2016: 240) explain that consumers can form the intention to buy the most preferred brand. In carrying out the intention of purchase, consumers can take five decisions namely brand, dealer, quantity, time and method of payment. In purchasing everyday products, the decisions are smaller and the freedom is also smaller. Kotler and Keller (2009: 14) explain satisfaction reflects a person's judgment about the product's performance in terms of expectations. If the product's performance does not meet the customer's expectations, it is not satisfied and disappointed. If the product's performance is in accordance with the customer's expectations, it will be satisfied and if the product's performance exceeds the customer's expectations, it will be happy. Kotler and Armstrong (2008: 8) explain that

consumers usually face a large number of products and services that can satisfy their needs. Customers form expectations and satisfaction given from various market offers and buy based on their expectations. Satisfied customers will buy again and tell others about their good experiences.

3 RESEARCH METHOD

SGM dairy products, which are formula milk that control the market in Indonesia, are easy to get and regularly offer attractive promotions, making researchers want to know the effect of purchasing decisions on distribution and promotion mediators in building customer satisfaction. Based on the study of theory and previous research, the conceptual framework in this study can be seen in Figure 1.

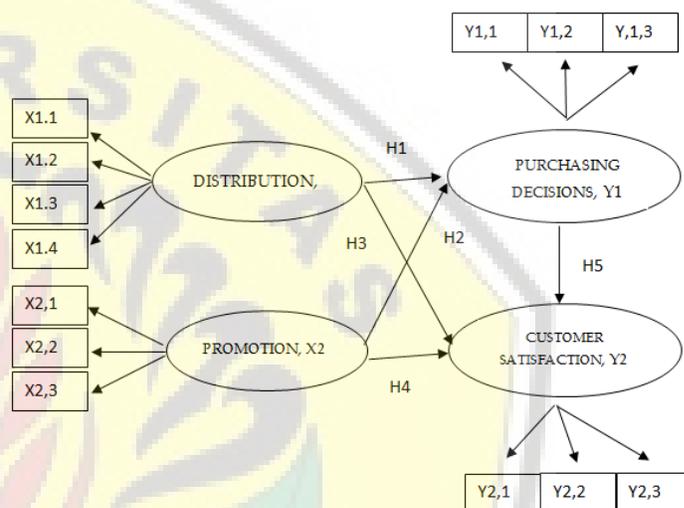


Figure 1. Research Concept Framework

Research Hypothesis

H1: Distribution affects the purchasing decision.

H2: Promotion influences purchasing decisions.

H3: Distribution affects customer satisfaction.

H4: Promotion affects customer satisfaction.

H5: Purchasing decisions affect customer satisfaction.

Ferdinand (2014: 173) describes the determination of Chi-square test models that are sensitive to the number of samples, requiring good samples ranging from 100-200 samples to the technique of maximum likelihood estimation. SEM analysis requires at least 9 times the number of parameter variables to be analyzed. This study with 13 parameters requires a sample of 13 x 9 or 117 samples. Sampling in this study uses a non-probability sampling technique with a purposive accidental sampling approach to a mother who buys SGM milk for children aged 0-12 years in supermarkets and hypermarkets in the city of Surabaya who have made purchases more than once. The relationship between one variable with another variable in this study consists of: Independent Variable X1 = Distribution with indicators (X1.1) distribution channel coverage, (X1.2) market coverage, (X1.3) product placement and (X1.4) milk supply and X2 = Promotion with indicator (X2.1) promotion offer, (X2.2) advertisement and (X2.3) sales force. Intervening variable purchasing decision (Y1) with indicator (Y1.1) as needed, (Y1.2) complete information and (Y1.3) become the best alternative. Customer satisfaction Dependent variable

(Y2) with indicator (Y2.1) feeling satisfied (Y2.2) match with expectation and (Y2.3) good experience (Dimiyati, 2018: 106). The measurement scale used in this study is a Likert scale, with Strongly agree (5), Agree (4), Neutral (3), Disagree (2) and Strongly disagree (1) Sugiyono (2017: 159). Hypothesis testing in this study used the AMOS version 19.0 program.

4 RESULT AND DISCUSSION

The Result of Instrument Testing-Validity Test

Validity of a data if the loading factor of the variable indicator has a value above 0.50, it can be said that the question item as the compiler of the unobserved variable in path analysis is valid (Ghozali, 2005: 26). Based on the results of the analysis that has been done, the results of the validity test can be seen in Table 1 below:

Table 1. Test Results Validity

No	Variable	Indicator	Estimation	Remarks
1	Distribution(X1)	X1.1	0,828	Valid
		X1.2	0,876	Valid
		X1.3	0,958	Valid
		X1.4	0,891	Valid
2	Promotion (X2)	X2.1	0,794	Valid
		X2.2	0,861	Valid
		X2.3	0,989	Valid
3	Purchasing Decision (Y1)	Y1.1	0,876	Valid
		Y1.2	0,777	Valid
		Y1.3	0,991	Valid
4	Customer Satisfaction (Y2)	Y2.1	0,785	Valid
		Y2.2	0,858	Valid
		Y2.3	0,986	Valid

Source: Processed Data

The Result of Instrument Testing-Reliability Test

This study to calculate reliability is used composite (construct) reliability with a minimum cut-off value of 0.70. Reliability test results are presented in Table 2.

No	Variable	Indicator	Loading	λ^2	$1 - \lambda^2$	CR
1	Distribution (X1)	X1.1	0,828	0,686	0,314	0,791
		X1.2	0,876	0,767	0,233	
		X1.3	0,958	0,918	0,082	
		X1.4	0,891	0,794	0,206	
				3,165	0,835	
2	Promotion (X2)	X2.1	0,794	0,630	0,370	0,783
		X2.2	0,861	0,741	0,259	
		X2.3	0,989	0,978	0,022	
				2,350	0,650	
3	Purchasing Decision (Y1)	Y1.1	0,876	0,767	0,233	0,784
		Y1.2	0,777	0,604	0,396	
		Y1.3	0,991	0,982	0,018	
				2,353	0,647	
4	Customer Satisfaction (Y2)	Y2.1	0,785	0,616	0,384	0,775
		Y2.2	0,858	0,736	0,264	
		Y2.3	0,986	0,972	0,028	
				2,325	0,675	

Source: Processed Data

Description of Respondent's Assessment

Characteristics of respondents according to type of work can be seen in Table 3, as follows:

Table 3. Respondents by Job Type

No	Job Type	Number Of Responden	Percentage (%)
1	Teacher / Lecturer	2	1,7 %
2	Housewives	45	38,5 %
3	Employees	60	51,3 %
4	PNS	4	3,4 %
5	Entrepreneurs	6	5,1 %
Total		117	100%

Based on Table 3, it can be seen that the type of work of the most respondents is private employees, namely as many as 60 people or 51.3%. In addition to the number of respondents with the type of work as Lecturers / Teachers as many as 2 people or 1.7%, there are still types of jobs as housewives as many as 45 people or 38.5%. The type of work as an entrepreneur is 6 people or 5.1% and the type of work as a civil servant is 4 people or 3.4%. Characteristics of respondents according to education level can be seen in Table 4 as follows:

Table 4. Education Level Respondents

No	Education	Number Of Responden	Percentage (%)
1	Junior High School	5	4,2%
2	Senior High School	98	83,8%
3	Bachelor	14	12,0%
Total		117	100%

Based on Table 4, it can be seen that the highest education level of respondents is high school, which is as many as 96 people or 83.8%. In addition to the presence of respondents with a Bachelor level of 14 people or 12.0%, there is still a junior high school education level of 5 people or 4.2%. The mothers with high school education in this study were the most respondents. Distribution in this study was measured using 4 indicators to produce 4 kinds of statements on the research questionnaire. Based on Table 5, it can be seen that the respondent's answer regarding distribution which has four (4) assessment indicators shows that all statements of the majority of respondents agree.

Table 5. Frequency of Respondents' Answers to Distribution

Indicator	Respondent's answer value					Modus
	5	4	3	2	1	
SGM Milk is easily found in the City of Surabaya (X1.1)	37	65	14	1	0	4(S)
	32%	56%	11%	1%	0%	

Indicator	Respondent's answer value					Modus
	5	4	3	2	1	
SGM milk is easily found in minimarkets, supermarkets and hypermarkets (X1.2)	43	66	8	0	0	4(S)
	37%	56%	7%	0%	0%	
SGM milk is easily found in Supermarkets (X1.3)	33	70	14	0	0	4(S)
	28%	60%	12%	0%	0%	
SGM milk supply is sufficient (X1.4)	21	76	20	0	0	4(S)
	18%	65%	17%	0%	0%	

Promotion is measured using 3 indicators, resulting in 3 kinds of statements on the research questionnaire. Based on Table 6, it can be seen that the respondent's answer regarding distribution which has three (3) assessment indicators shows that all statements of the majority of respondents agree.

Table 6. Frequency of Respondent's Answers to Promotion

Indicator	Respondent's answer value					Modus
	5	4	3	2	1	
Promotion carried out can influence customers to use SGM milk (X2.1)	25	77	15	0	0	4(S)
	21%	66%	13%	0%	0%	
The advertising media used by SGM milk is able to inspire customers to use the product (X2.2)	19	77	21	0	0	4(S)
	16%	66%	18%	0%	0%	
SGM milk salespeople provide good (sympathetic) service to customers. (X2.3)	26	76	15	0	0	4(S)
	22%	65%	13%	0%	0%	

Purchasing decisions are measured using 3 indicators, resulting in 3 kinds of statements on the research questionnaire. Based on Table 7, it can be seen that the respondent's answer regarding the purchasing decision which has three (3) assessment indicators shows that the majority of respondents agree to all statements

Table 7. Frequency of Respondents' Answers to Purchasing Decisions

Indicator	Respondent's answer value					Modus
	5	4	3	2	1	
Decision to purchase SGM brand milk because it suits the needs of children (Y1.1)	20	83	12	2	0	4(S)
	17%	71%	10%	2%	0%	

Indicator	Respondent's answer value					Modus
	5	4	3	2	1	
Purchasing decisions because SGM milk provides complete information to its customers. (Y1.2)	22	73	20	0	0	4(S)
	19%	63%	18%	0%	0%	
Purchasing decisions because SGM milk is the best alternative for the customer's needs. (Y1.3)	24	78	14	1	0	4(S)
	21%	67%	11%	1%	0%	

Customer satisfaction is measured using 3 indicators, resulting in 3 kinds of statements on the research questionnaire. Based on Table 8, it can be seen that the respondent's answer regarding customer satisfaction which has three (3) assessment indicators shows that the majority of respondents agree with all statements.

Table 8. Frequency of Respondents' Answers to Customer Satisfaction

Indicator	Respondent's answer value					Modus
	5	4	3	2	1	
Customers feel satisfied buying SGM brand milk because overall it is in accordance with the needs (Y2.1)	22	79	15	1	0	4(S)
	19%	68%	12%	1%	0%	
SGM milk as a whole is in accordance with customer expectations (Y2.2)	22	82	13	0	0	4(S)
	19%	70%	11%	0%	0%	
Customers still buy SGM milk, because they have good experience when using products. (Y2.3)	24	71	22	0	0	4(S)
	21%	61%	18%	0%	0%	

Analysis of Structural Equation Modeling (SEM)

This stage will be discussed about the model suitability test and the test of the significance of causality. The results of testing with the AMOS version 19.0 program give the SEM model results as shown in the following figure that shows the purchasing decision as a distribution and promotion mediator in building customer satisfaction in SGM milk products in the city of Surabaya.

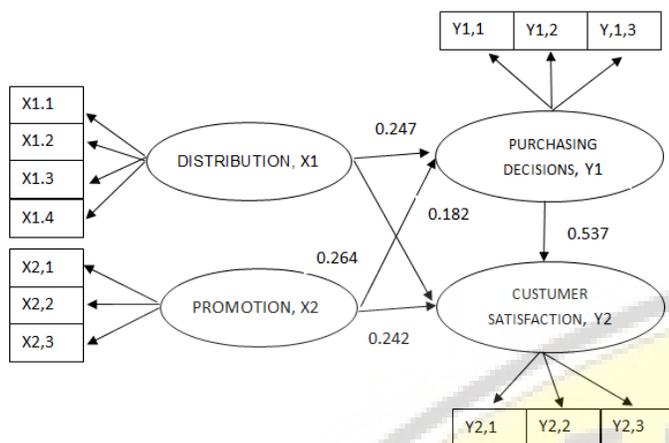


Figure 2. The purchasing decision model becomes a distribution mediator and promotion in building customer satisfaction.

Testing on the SEM model aims to see the suitability of the model. The results of testing the suitability of the models in this study are presented in Table 9 below:

Table 9. SEM Compatibility Index

Criteria	Cut-Off value	The calculation results	Remark
Chi Square	It is expected to be smaller than X2 at df = 117 which is 124,432	466,734	Match
Sig. Probability	≥ 0,05	0,187	Match
RMSEA	≤ 0,08	0,061	Match
GFI	≥ 0,90	0,925	Match
AGFI	≥ 0,90	0,917	Match
TLI	≥ 0,95	0,917	Match

Based on Table 9 it can be seen that out of the eight criteria used to assess whether a model is feasible or not has been fulfilled. So that it can be stated that the model is acceptable, which means there is a suitability of the model with the data. After testing the suitability of the research model, the next step is to test the causality developed in the study. From the appropriate model can be interpreted each path coefficient. Detailed path coefficient testing is presented in the following Table 10:

Table 10. Causality Test Results

Influence	Estimate	S. E	C.R	P	Remark
Y1 < --- X1	0,247	0,248	2,997	0,001	Significant
Y1 < --- X2	0,182	0,083	2,183	0,007	Significant
Y2 < --- X1	0,264	0,212	2,975	0,003	Significant
Y2 < --- X2	0,242	0,216	2,963	0,003	Significant
Y2 < --- Y1	0,537	0,184	2,921	0,003	Significant

Based on Table 10 it can be stated that the results of testing the path coefficient for distribution (X1) have a significant effect on purchasing decisions (Y1) has a positive path of 0.247 with CR of 2.997 and probability (p) of 0.001 which means that distribution (X1) has a significant effect on decisions purchase (Y1), so the hypothesis which states that distribution (X1) influences the purchasing decision (Y1) of SGM milk products in the city of Surabaya is proven to be true or H1 is accepted. The results of testing the path coefficient for promotion (X2) have a significant effect on purchasing decisions (Y1) has a positive path of 0.182 with CR of 2.183 and probability (p) of 0.007 which means that promotion (X4) has a significant effect on purchasing decisions (Y1) of SGM milk products in the city of Surabaya is proven to be true or H2 is accepted. The results of testing the path coefficient for distribution (X1) have a significant effect on customer satisfaction (Y2) has a positive path of 0.264 with CR of 2.975 and probability (p) of 0.003 which means that distribution (X1) has a significant effect on customer satisfaction (Y2) SGM milk products in the city of Surabaya is proven to be true or H3 is accepted. The results of testing the path coefficient for promotion (X2) have a significant effect on customer satisfaction (Y2) has a positive path of 0.242 with CR of 2.963 and probability (p) of 0.003 which means that promotion (X2) has a significant effect on customer satisfaction (Y2), so The hypothesis that promotion (X2) affects customer satisfaction (Y2) SGM milk products in the city of Surabaya is proven to be true or H4 is accepted. The results of testing the path coefficient for purchasing decisions (Y1) have a significant effect on customer satisfaction (Y2) has a positive path of 0.537 with CR of 2.921 and probability (p) of 0.003 which means that purchasing decisions (Y1) have a significant effect on customer satisfaction (Y2), so the hypothesis that the purchasing decision (Y1) has an effect on customer satisfaction (Y2) SGM milk products in the city of Surabaya is proven to be true or H5 is accepted.

5. CONCLUSION

Distribution and promotion of SGM milk in the city of Surabaya has a positive and significant effect on purchasing decisions. The effect of the distribution is greater than the promotion so that the management of Sarihusada Nutricia needs to increase SGM's milk promotion activities. Distribution and promotion of SGM milk in the city of Surabaya also has a positive and significant effect on customer satisfaction and purchasing decisions also have a positive and significant effect on customer satisfaction. The value of the influence of purchasing decisions is higher than the value of the influence of distribution and promotion on customer satisfaction, showing positive purchasing decisions to be a mediator of distribution and promotion in building SGM milk customer satisfaction in the city.

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