

International Journal of Scientific & Technology Research

e-publication, Volume 8, Issue 3

March 2019 Edition

ISSN 2277-8616





International Journal of Scientific & Technology Research


[Home](#)
[About Us](#)
[Scope](#)
[Editorial Board](#)
[Blog/Latest News](#)
[Contact Us](#)

CALL FOR PAPERS

Call For Research Papers
Online Submission
Research Paper Status

AUTHORS

Authors GuideLines
Publication Charges
Publication Certificate
Publication Indexing
How to publish research paper
FAQs

DOWNLOADS

IJSTR Template
Registration Form
Copyright Transfer

CONTACT

Contact Us
Sitemap

Editorial Board - IJSTR

S.S. Gupta
Chief Editor
editor@ijstr.org

Vijayaragavan Navagar (India)

Prof. N. Yassin (India)

Anil Chaudhary (India)

Prof. Rima Sabban (Sweden)

Dr. Abdul Hannan Shaikh (India)

Daryoosh Hayati (Iran)

Ajit Behera (India)

Dr. Rafik Rajjak Shaikh (Germany)

Dr. S.N. Singh (India)

Dr. V.A.JOSEPH (USA)

Ashish Kumar (India)

Dr. Sobhan Babu Kappala (India)

Prashant Singh Yadav (India)

Dr. Tarig Osman Khider (Sudan)

Dr. Basavarajaiah D.M. (India)

Dr. Paras Wani (India)

Dr. P.S. Sharavanan (India)

Prof. Sita Rama Alluri (India)

R.B.Durairaj (India)

Sreenivasa Rao Basavala (India)

Fuzail Ahmad (India)

Dhahri Amel (Tunisia)

Maiyong Zhu (China)

Dr. Anupam Khanna (India)
Head, Department of Mathematics DAV College Sadhaura, Yamunanagar Haryana India

Eliot Kosi Kumassah (Ghana)

Kalyana Ramu B (India)

Skinder Bhat (India)

Dr. S.Sundaram sengottuvelu (India)

Aleemuddin.MA (India)

Er. Ashutosh Dhamija (India)

Balajee Maram

Sonal Chonde (India)

Dr. Jayant Makwana (India India)

Farkhunda Jabin (India)

Chandresh Kumar Chhatlani (India)

Rajib Roychowdhury (India)

Rajeshwar Dass (India)

Dr. Khoulood

Prof. Mohammed Junaid Siddiqui (India)

Mahmud Hasan (Bangladesh)

Dr. Hayssam Traboulsi (Lebanon)

Dr. Jayapal Maleraju (India)

Prof. Shashikant Patil (India)

Firas Mohammad AL-Aysh (Syrian Arab Republic)

Prof. Pravin

Impact Factor: 3.023

Provided by SJIF

ResearcherID

Click here to see my profile

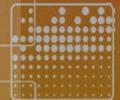
CURRENT PUBLICATIONS

ISSN 2277-8616

ISSN 2277-8616

International Journal of Scientific & Technology Research

e-publication, Volume 8, Issue 3
March 2019 Edition
ISSN 2277-8616



IJSTR
www.ijstr.org

April 2019 Edition [in-process]

Mar 2019 Edition **NEW**

Feb 2019 Edition

Jan 2019 Edition

Dec 2018 Edition

Nov 2018 Edition

Oct 2018 Edition

Sep 2018 Edition

Aug 2018 Edition

July 2018 Edition

June 2018 Edition

May 2018 Edition

April 2018 Edition

March 2018 Edition

February 2018 Edition

January 2018 Edition

QR CODE



Dr. Sree Karuna Murthy Kolli (India)

Dr Salvatore Parisi (Italy)

Dr. Tarun Kumar Gupta (India)

Prof. Anoop Kumar (India)

Dr. Govind Daya Singh (India)

Hardeep Singh (India)

Dr. Basharia A. A. Yousef (Sudan)

Dr. Rajeev Vats (India)
The University of Dodoma, Tanzania

Fadugba S. Emmanuel (Nigeria)
Ekiti state university,
Department of mathematical sciences, PMB 5363, Ado Ekiti

Dr. Sukumar Senthikumar (India)
Post Doctoral Researcher, Advanced Education Center of Jeonbuk for Electronics and Information Technology-BK21, Center for Advanced Image and Information Technology, Division of Computer Science and Engineering, Graduate School of Electronics and Information Engineering, Chon Buk National University, 664-14, 1Ga, Deok Jin-Dong, Jeonju, Chon Buk, 561-756, South Korea.

Dr. Mohammed Viquaruddin (India)
Assistant Professor in Political Science, Deogiri College, Aurangabad

Shadab Adam Pattekari (India)
Ph.D, MTech [CSE], B.E I.T ASSISTANT PROFESOR IN CSE DEPT. Tatyasaheb Kore Institute Of Engineering & Technology

Dr.Laith Ahmed Najam (Iraq)
B.Sc. Physics (1987), M.Sc. in Nuclear Physics (1990), Ph.D. in Nuclear Physics (2006) Mosul Univ.- IRAQ

Dr. Fouad A Majeed (Iraq)
Dept. of Physics College of Education for Pure Sciences University of Babylon

Dr. Ajay Gupta (India)
M.Sc., Ph.D, NET (CSIR) NET-ARS (A.S.R.B)

Dr Anupam Krishna (India)
Asst. Prof., in Manipal University, TAPMI school of Business, Jaipur

Ms. Siva Priya R (India)
Assistant Lecturer College of Allied Health Sciences, GMU

Prof. Rahul Mukherjee (India)
H.O.D.(EC-Dept.) SAIT, Jabalpur

M.A. Andrzej Klimczuk (Poland)
Warsaw School of Economics, Collegium of Socio-Economics Ph.D. candidate

Dr. Faizan Zaffar Kashoo (India)
Lecturer, College Applied Medical Sciences, Department Of Physical Therapy and Health Rehabilitation, Al-Majma'ah University Kingdom Of Saudi Arabia.

Bambang Eka Purnama (Indonesia)

Dr. Haijian Shi (USA)
Ph.D., P.E. 300

Dr. Mohammad Israr Kamal Kant Hiran (India)
(Ghana)

December 2017 Edition
November 2017 Edition
October 2017 Edition
September 2017 Edition
August 2017 Edition
July 2017 Edition
June 2017 Edition
May 2017 Edition
April 2017 Edition
March 2017 Edition
February 2017 Edition
January 2017 Edition

December 2016 Edition
November 2016 Edition
October 2016 Edition
September 2016 Edition
August 2016 Edition
July 2016 Edition
June 2016 Edition
May 2016 Edition
April 2016 Edition
March 2016 Edition
February 2016 Edition
January 2016 Edition

December 2015 Edition
November 2015 Edition
October 2015 Edition
September 2015 Edition
August 2015 Edition
July 2015 Edition
June 2015 Edition
May 2015 Edition
April 2015 Edition
March 2015 Edition
February 2015 Edition
January 2015 Edition

December 2014 Edition
November 2014 Edition
October 2014 Edition
September 2014 Edition
August 2014 Edition
July 2014 Edition
June 2014 Edition
May 2014 Edition
April 2014 Edition
March 2014 Edition
February 2014 Edition
January 2014 Edition

December 2013 Edition
November 2013 Edition

Lakeside Drive, Ste
220
Oakland, CA 94612

Principal - Balaji Ph.D*, M.Tech Gold
Engineering College, Medalist, B.E
Junagadh Gujarat-
362014

October 2013 Edition

September 2013 Edition

August 2013 Edition

July 2013 Edition

June 2013 Edition

May 2013 Edition

April 2013 Edition

March 2013 Edition

February 2013 Edition

January 2013 Edition

Dhananjai Verma (India)
Geologist - Geological
Survey of India,
Gandhinagar, Gujarat

Prof. Lalchand Dalal (India)
Associate Professor
in Botany. M.Sc.
(Bot), M.Phil(Bot),
Ph.D(Botany. Title-
Biofertilizers-
Macronutrients and
Micronutrients).

Rajesh Duvvuru (India)
Assistant Professor,
Dept. of C.S.E,
National Institute Of
Technology,
Jamshedpur

Mallikarjun C.Sarsamba (India)
M. Tech. in Power
Electronics,
BE in Electronics &
Communication

S Nagakishore Bhavanam (India)
Assistant Professor,
University College of
Engineering &
Technology,
Acharya Nagarjuna
University,

Dr. Fateh Mebarek-Oudina (Algeria)
Assoc. Prof at
Skikda University

Dr. kulkarni Sunil Jayant (India)
Asst. Professor
Datta Meghe College
of Engg.,
Airoli, Navi Mumbai

Nazim Nariman (Iraq)
Consultant
Structural Engineer
PhD in
Computational
Structural Mechanics
/ Bauhaus
Universitat Weimar
/ Germany
MSc in Structural
Engineering /
University Sains
Malaysia / Malaysia
BSc in Civil
Engineering /
Salahaddin
University / Iraq

Indra Narayan Shrestha (Nepal)
Project Manager,
Energize Nepal,
School of
Engineering,
Kathmandu
University(KU),
Nepal

December 2012 Edition

November 2012 Edition

October 2012 Edition

September 2012 Edition

August 2012 Edition

July 2012 Edition

June 2012 Edition

May 2012 Edition

April 2012 Edition

March 2012 Edition

February 2012 Edition

Dr. Meenu Pandey (India)
Associate Professor
(Communication
Skills)
Lakshmi Narain
College of
Technology, Bhopal

Govinda Bhandari (Nepal)
Chief, Research and
Training
Environment
Professionals
Training and
Research Institute
(EPTRI), Pvt. Ltd.,
Nepal

Meenakshi Priyadarshni (India)
INSPIRE FELLOWSHIP
Department of
Science and
Technology
(Government of
India)

Kalipindi Murali (India)
K.Murali
M.Tech.,M.Sc.,IAENG
Asst Professor and
Incharge HOD
Dept of ECE
VITW

Prof. Piyush Kumar Pareek (India)
B.E,M.Tech,MISTE,
(Ph.D)

Dr. R. SathishKumar (India)
Associate Professor
- Electronics and
Communication
Engineering,
Sri Venkateswara
College of
Engineering

Dr. N R Birasal (India)
Associate Professor,
Zoology Department,
KLE Society's G H
College

Dr. Hiren C. Mandalia (India)
Scientist In-charge
(HOD) at Central
Laboratory,
Ahmedabad
Municipal
Corporation (AMC)

Dr. Chandrashekhar Joshi (India)
Ph.D. (Management
, M. Phil, (1st class)
, M.Com.(1st class)

Digital Repository Universitas Jember

M. Vasim Babu (India)
M.Vasim Babu
M.E(Ph.D)
AP/ECE,LMEC

Dr. YariFard Rasool (China)
Rasool YariFard,
PhD. in Accounting,
Wuhan University of
Technology, Wuhan,
China.

Dr. Sridevi T.R. (India)
Ideal Homes layout R
R Nagar, Bangalore
South, India

Prof. L Ramanan (India)
Consultancy Services
| Founder &
CEO | Bangalore-India

Dr. Malik Muhammad Akhtar (Pakistan)
China University of
Geosciences, Wuhan
388 Lumo Lu,
Wuhan 430074,
Hubei Province,
China PRC

G. Komarasamy (India)
G.Komarasamy.,M.E.
(Ph.D.), Assistant
Professor-Senior
Grade, Department of
Computer Science &
Engineering, Bannari
Amman Institute of
Technology,
Sathyamangalam.

Syedardalan ASHRAFZADEH (New Zealand)
Biotech. PhD
Candidate School of
Biological Sciences
University of
Canterbury, New
Zealand

J. Deny (India)
M.Tech in Digital
Communication and
Network
Engineering in
Kalasalingam
University,
Krishnankoil

Kavin Rajagopal (India)
ASSISTANT
PROFESSOR(EEE DEPT)
EXCEL COLLEGE OF
ENGINEERING &
TECHNOLOGY
KOMARAPALAYAM

R. Ranjithkumar (India)
M.Sc.,(Ph.D),
Research Scholar,
Department of
Biotechnology,
Dr.N.G.P. Arts and
Science College,
Coimbatore-48,
Tamilnadu

Dr. Abdul Aziz Khan (India)
Director/Principal,
Rajeev Gandhi
Proudyogiki
Mahavidyalaya

Sakshee Gupta (India)
PhD (Medical
Microbiology): From
Deptt. Of
Microbiology, SMS
Medical college,
Jaipur

Kundan Lal Verma (India)
Asst. BDM,
Professional Imaging
Inc., New Delhi;
Founder, Ujjawal
Research Group;
Member, NASA MATB
Researchers Group.

Y. Ravindra Reddy (India)
Associate Professor,
Teegala Ram Reddy
College of
Pharmacy, Meerpet,
Saroornagar,
Hyderabad.

Dr. Mahyar Taghizadeh Nouie (Iran)
Doctor of Philosophy,
Applied Mathematics
(Optimal Control and
Optimization),
Ferdowsi University of
Mashhad, Iran

Dr. C. Jaya Subba Reddy (India)
Senior Assistant
Professor, Dept. of
Mathematics, S. V.
University, Tirupati-
517502, Andhra
Pradesh, India

Ameenulla J Ali (India)
PhD in Wireless
Communications
(Electrical &
Electronics
Engineering)
(Expected Dec-
2015) Queen's
University of
Belfast, United
Kingdom

Dr Palanivel Sathishkumar (Malaysia)
M.Sc., M.Phil., Ph.D.,
Researcher: Institute
of Environmental and
Water Resource
Management,
Universiti Teknologi

Kajal V. Rupapara (India)
Junior Research
Fellow: Main Dry
Farming Research
Station, Junagadh
Agriculture
University,
Targhadia, Rajkot.

Ryhanul Ebad (KSA)
(1). Lecturer,
Department of
Computer &
Information, Jazan
University, Jazan,
KSA. (2). Consultant
and Advisor, Vice
President for
Academic Affairs,

<p>Dr. Shuchitangshu Chatterjee (India) Dy. General Manager - I/c (R&D), R & D Division, MECON Ltd.</p>	<p>Mohammad Sadegh Mirzaei (Iran) Asst Prof. University of Applied Science and Technology, Fars, Iran</p>	<p>Dr. Ashish Kr. Luhach (India) Associate Professor at Lovely Professional University, Jalandhar, Punjab. India</p>
---	---	--

<p>Mr. G. Aswan Kumar (India) B.E., M.Tech., MIEEE., MASEE, Dept. of Electronics & Communication Engineering, Baba Institute of Technology and Sciences, Visakhapatnam-48, Andhra Pradesh, India</p>	<p>Dr. Rey S. Guevarra (Muntinlupa) Professional Diploma leading to Doctor of Philosophy in Mathematics Education; Centro Escolar University</p>	<p>Dr. K.V.V.N.S. Sundari Kameswari (India) Assistant Professor with IMS Engineering College, Ghaziabad, UP</p>
--	--	---

<p>Dr. Aakash Shah (India) Junior Resident (Orthodontics) Department of Orthodontics and Dentofacial Orthopedics, K.M. Shah Dental College and Hospital, Vadodara, Gujarat, India</p>	<p>Naveen Mani Tripathi (India) Research Scientist in Ben-Gurion University of The Negev, Israel</p>	<p>Shatrunjai Pratap Singh (USA) Senior Data Scientist Consultant, Advanced Analytics, John Hancock Insurance, Boston, MA</p>
---	--	---

<p>Egbuna Chukwuebuka (Nigeria) Quality Control Analyst; New Divine Favour Pharmaceutical Industry Limited, Akuzor, Nkpor, Anambra State</p>	<p>M. Selvaganapathy (India) Assistant Professor in CK COLLEGE OF ENGINEERING & TECHNOLOGY, CUDDALORE</p>	<p>Dr. S.R.Boselin Prabhu (India) VSB College of Engineering Technical Campus, Coimbatore</p>
--	---	---

<p>Dr. Sonam Mittal (India) Associate Professor in the Dept of Computer Science & Information Technology in BK Birla Institute of Engineering & Technology, Pilani</p>	<p>Dr. Nikunj Patel (India) Assistant Professor in Microbiology, Sankalchand Patel University, Visnagar, Gujarat</p>	<p>Rishmita Mukherjee (India) Technical Knowledge exchange workshop: "Vulnerability of Sundarban in changing Climate",</p>
--	--	--

G. Jegadeeswari (India)
 Assistant Professor in the Department of EEE, AMET Deemed to be University, Chennai

If you would like to be a part of our Editorial Board then please send us your resume at editorialboard@ijstr.org



International Journal of Scientific & Technology Research



[Home](#)

[About Us](#)

[Scope](#)

[Editorial Board](#)

[Blog/Latest News](#)

[Contact Us](#)

CALL FOR PAPERS

Call For Research Papers
Online Submission
Research Paper Status

IJSTR Volume 8 - Issue 3, March 2019 Edition - ISSN 2277-8616

All listed papers are published after full consent of respective author or co-author(s). For any discussion on research subject or research matter, the reader should directly contact to undersigned authors.

Custom :

Impact Factor: 3.023
Provided by SJIF

ResearcherID
Click here to see my profile

AUTHORS

Authors GuideLines
Publication Charges
Publication Certificate
Publication Indexing
How to publish research paper
FAQs

[IJSTR Terms and Conditions](#)

Communal Brand: The Development Of Geographical Economics Dawuhan Mangli

M Zulianto, B Aprianto, T Kartini, Y F Akbar, Tiara

This paper discusses the complex relationships between the formation of communal brand geography and economic growth. We are investigating ways in which communal brand geography may be the issue directly to the growth, controlling for economic policies and institutions, as well as the effect of geography on the policy choices and institutions. We find that the location and climate have a major impact on the level of revenue and earnings growth. In addition, geography seems to be a factor in the choice of the formation of communal brand itself. When we identify a geographic area that is not conducive to the growth of the modern economy, we find that much of this area has a density and fast population increase. In addition, much of the revenue increase may take place this upcoming community in this area are not benefitting geographically.

[\[View Full Paper\]](#) [\[Download\]](#) **1-4**
[\[References\]](#)

DOWNLOADS

IJSTR Template
Registration Form
Copyright Transfer

CONTACT

Contact Us
Sitemap

QR CODE



The Effect Of Price, Service Quality, Customer Value, And Brand Image On Customers Satisfaction Of Telkomsel Cellular Operators In East Java Indonesia

Diah Yulisetiarni, Yongky Ade Prahasta

The purpose of this study is to determine the effect of price, service quality, customer value, and brand image on customer satisfaction. The sampling

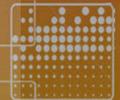
CURRENT PUBLICATIONS

ISSN 2277-8616

ISSN 2277-8616

International Journal of Scientific & Technology Research

e-publication, Volume 8, Issue 3
March 2019 Edition
ISSN 2277-8616



April 2019 Edition [in-process]

Mar 2019 Edition **NEW**

Feb 2019 Edition

Jan 2019 Edition

Dec 2018 Edition

Nov 2018 Edition

Oct 2018 Edition

Sep 2018 Edition

Aug 2018 Edition

July 2018 Edition

June 2018 Edition

May 2018 Edition

April 2018 Edition

March 2018 Edition

February 2018 Edition

January 2018 Edition

method uses purposive sampling. The sample of this study amounted to 200 respondents. The analysis method used multiple linear regression with SPSS (Statistical Product and Service Solution). The results of this study price have a significant positive effect on customer satisfaction. By with the benefits obtained by customers. Service quality has a positive effect on customer satisfaction. Quality of service provided can to meet the needs and desires of consumers as well as customer complaints, criticism, suggestions, or just asking for help responded quickly with a solution by the customer care. Customer value has a positive effect on customer satisfaction. Benefits received can increase consumer trust. Consumers will be satisfied with the services provided. Brand image has a positive effect on customer satisfaction. The image of the Telkomsel cellular operator brand can be said to be good, well-known, easy to remember, and able to create consumer interest in the products offered.

[\[View Full Paper\]](#) [\[Download\]](#) **5-9**
[\[References\]](#)

National Strength On Construction Of International Freight Terminal In Entikong Indonesia

Elyta, Hasan Almutahar, Zubair Saing

This study aims to analyze social strength elements in supporting the construction of an international freight terminal in Entikong, Indonesia. Data collection obtained from interviews and literature studies that are relevant to the discussion in this paper. The results of the study are analyzed into two elements of national strength based on Jablonsky's theory (2008: 148); (1) the determinants of natural forces include (a) geography that creates opportunities based on proximity to the Malaysian state, (b) natural resources in the border area of Entikong can support potential new development in the industrial sector that supports the construction of international freight terminals; and (2) Determinants of Social Strength among others the economy by opening access to economic sector development along the border area of Entikong and Tebedu Malaysia.

[\[View Full Paper\]](#) [\[Download\]](#) **10-15**
[\[References\]](#)

Methodology For Course Outcomes Attainment Analysis For An Engineering Course

Pravin G. Kulkarni, Ami R. Barot

Accreditation is a quality assurance and improvement process that determines whether the

December 2017 Edition
November 2017 Edition
October 2017 Edition
September 2017 Edition
August 2017 Edition
July 2017 Edition
June 2017 Edition
May 2017 Edition
April 2017 Edition
March 2017 Edition
February 2017 Edition
January 2017 Edition

December 2016 Edition
November 2016 Edition
October 2016 Edition
September 2016 Edition
August 2016 Edition
July 2016 Edition
June 2016 Edition
May 2016 Edition
April 2016 Edition
March 2016 Edition
February 2016 Edition
January 2016 Edition

December 2015 Edition
November 2015 Edition
October 2015 Edition
September 2015 Edition
August 2015 Edition
July 2015 Edition
June 2015 Edition
May 2015 Edition
April 2015 Edition
March 2015 Edition
February 2015 Edition
January 2015 Edition

December 2014 Edition
November 2014 Edition
October 2014 Edition
September 2014 Edition
August 2014 Edition
July 2014 Edition
June 2014 Edition
May 2014 Edition
April 2014 Edition
March 2014 Edition
February 2014 Edition
January 2014 Edition

December 2013 Edition
November 2013 Edition

Set educational objectives meet a general standard of quality. It is an endorsement of how good these expectations are satisfied. Outcome based education system (OBE) emphasizes on quantifying what the students are capable of doing. Program outcomes represent the knowledge, skills and attitudes the students should have at the end of program. Program outcomes can be directly measured through Course Outcomes which are broad statements indicating knowledge and skills the student acquires at the end of a course. The outcome based education model is based on defining various parameters called as Graduates Attributes. Assessment of learning outcomes is one of the key aspects of OBE model. This is done through assessment of course outcomes for each course in a program. In this paper, an approach based on assigning two step weights for assessment of course outcomes is presented. The method proposed provides the result of course outcome attainment. The results are obtained through a program in MS Excel.

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

16-19

October 2013 Edition
September 2013 Edition
August 2013 Edition
July 2013 Edition
June 2013 Edition
May 2013 Edition
April 2013 Edition
March 2013 Edition
February 2013 Edition
January 2013 Edition
December 2012 Edition
November 2012 Edition
October 2012 Edition
September 2012 Edition
August 2012 Edition
July 2012 Edition
June 2012 Edition
May 2012 Edition
April 2012 Edition
March 2012 Edition
February 2012 Edition

Mapping Of Regional Inequality In East Java Province

Duwi Yunitasari, Jejeet Zakaria Firmansayah

The research objective was to map the inequality between regions in 5 (five) Regional Coordination Areas (Bakorwil) of East Java Province. The research data uses secondary data obtained from the Central Bureau of Statistics and related institutions in each region of the Regional Office in East Java Province. The analysis used in this study is the Klassen Typology using time series data for 2010-2016. The results of the analysis show that: a. based on Typology Klassen Bakorwil I from ten districts / cities there are eight districts / cities that are in relatively disadvantaged areas; b. based on the typology of Klassen Bakorwil II from eight districts / cities there are four districts / cities that are in relatively disadvantaged areas; c. based on the typology of Klassen Bakorwil III from nine districts / cities there are three districts / cities that are in relatively lagging regions; d. based on the Typology of Klassen Bakorwil IV from 4 districts / cities there are three districts / cities that are in relatively lagging regions; and e. based on the Typology of Klassen Bakorwil V from seven districts / cities there are five districts / cities that are in relatively disadvantaged areas.

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

20-27

Development Rotating Bending Test For Learning Testing On Course Strength Of Material

This study aims to expand the fatigue strength test material for rotating loading material, with the modified the existing fatigue test equipment and can be used appropriately, so that students understand performing material testing procedures that will improve students' skills in testing. The development of test equipment is carried out by the method of literature study, and the design of tools through the calculation and drawing of project images. Then proceed with the manufacturing process, and then test the tools. The designed test equipment issued a variable time and number of rotations. The results of the study were obtained by the material fatigue strength test equipment, with the specifications of the test shaft rotational speed of 2850 rpm and the maximum load that can be given 100 kg.

[\[View Full Paper\]](#) [\[Download\]](#) **28-30**
[\[References\]](#)

Improving Communication Ability And Mathematical Self Efficacy Of Elementary School Students Through The Realistic Mathematics Learning Approach

Sakinah Ubudiyah Siregar, Eva Julyanti, Jainir Efendi Siregar, Ronal Watrianthos

The research activity was focused on improving communication skills and mathematical self-efficacy of students who obtained realistic mathematics learning approaches in elementary schools. The purpose of the study was to determine the improvement of communication skills and mathematical self efficacy of students who obtained realistic mathematics learning approaches better than students' mathematical communication skills who obtained a conventional approach. Improvement of communication skills and mathematical self efficacy of students who get a realistic mathematics learning approach will be conducted through a study of action studies on the subject of research namely elementary students in several schools around Rantauprapat City. Therefore the research that would be used was following a series of quasi-experimental studies. The results of the calculation of the two-way ANOVA calculation of the post-test minimum self-efficacy scores of students in the class given a realistic approach were 58.0 better than students in the class given conventional learning 43.0, as well as the maximum self-efficacy scores of students in the class given a realistic approach 69, 0 is better than students who were given conventional learning 58.0, thus with a posttest self-efficacy score for the class given a realistic approach 62.633 higher than the posttest average of students for the class given conventional learning 49.667 and a significant level of 0.000. In

order that significant $0,000 < 0,05$ means H_0 is rejected so it could be concluded that the increase in mathematical communication skills of students with realistic approaches is higher than students given conventional learning.

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

31-33

Achieving Self-Sufficiency Through Sugar Supply And Demand Policies (Dynamics System Approach)

Duwi Yunitasari

In 2010 to 2016, Indonesia imported white crystal sugar (WCS) to fulfill the household consumption. The objectives of this research are to: 1) examine the possibility of achieving self-sufficiency of WCS without the policy of National Sugar Industry Revitalization (NSIR), 2) analyze the impact of NSIR policy on the achievement of national sugar self-sufficiency, and 3) formulate an alternative policy of WCS production. This study used primary and secondary data. The primary data collection was conducted by interviewing the respondents, including sugar cane farmers, representatives from the Center for Sugar Research and Development (P3GI), National Plantation Company (PTPN) XI, Indonesian Ministry of Agriculture, as well as from the sugar factory representatives. Secondary data were taken from related institutions, i.e., Indonesia's Central Bureau of Statistics (BPS), sugar factory, and Indonesian Ministry of Agriculture. The modeling simulation is conducted using Powersim studio software to analyze national sugar industry from 2010 to 2025. The analysis period is based on the implementation year of the NSIR policy. The model behavior in actual condition indicates that national self-sufficiency is not achieved without the implementation of NSIR policy as indicated by the negative supply of WCS during the simulation period. Therefore, a joint NSIR policy is required to achieve national self-sufficiency. Applying 8 (eight) policy scenarios, results of the research show that: 1) in partial, the scenario of NSIR policy fails to support the achievement of national sugar self-sufficiency, 2) policy simulation of scenario 5 (demand side), i.e., the reduction of WCS consumption can make Indonesia achieves national sugar self-sufficiency, and 3) simultaneous NSIR policy on scenario 4 (supply side), i.e., the land expansion, productivity, and sugar yield, can make Indonesia achieves national sugar self-sufficiency.

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

34-40

Motives Influencing Facebook Usage By Students And Its Relationship With Facebook Addiction Disorder

Along with the rapid development of Social Networking Sites (SNS), social media, recently, has become a lifestyle for many people around the world, including in Indonesia. The data in January 2018 showed that in Indonesia out of 132.7 million internet users, almost all (131 million), or up 23% from the data in 2017, were Facebook users with the dominance of 18-24 years old, 35% of whom were the highest active users. The rapid growth of Facebook users annually in Indonesia, especially in the age of students and college students, encourages researchers to conduct many empirical studies of Facebook use among students. There is a tendency for using Facebook continuously to create FAD effects (Facebook Addiction Disorder) among students and can affect the spirit of learning. This study also discusses what is the motivation for using Facebook and seeing the potential for FAD to occur. In this study, an online survey over 375 respondents from several students in Labuhanbatu District was conducted. To explore respondents' motives in using Facebook, respondents were given questions that were divided into the following five motives: social interaction, leisure time, entertainment, friends, and communication. While to look for potential addiction, respondents were given questions using the Bergen Facebook Addiction (BFAD) scale. In getting a connection between the motives for using Facebook and Facebook Addiction, the data was tested by analysis of variants (ANOVA) and partial tests using SPSS software. The results obtained were 65.8% of participants were at a moderate level, while 20.3% were at a low level, and only 13.9% of participants were at a high level. While the most significant motive affecting respondents in using Facebook is the motive to fill the time and motives for communicating.

[\[View Full Paper\]](#) [\[Download\]](#) **41-44**
[\[References\]](#)

Need Of Carbon Foot Printing Reduction By Utilization Of Renewable Energy Sources - A Brief Research Review

Manjusha Sham Patil

Energy performs the critical part within the improvement of the area. Growing addiction upon fossil energy sources offers triggered severe issues in the nearby as well as worldwide amounts. Cropping associated with energy depends upon the actual accessibility to assets in addition to the financial viability as well as specialized feasibility associated with conference the actual need. Nevertheless, energy usage within non-urban Indian is basically determined by non-conventional energy resources because of the accessibility, chance of quick removal, as well as suitable systems. Globalization as well as major opening

associated with Indian native marketplaces offers resulted in urbanization using the improved energy need within the commercial as well as national infrastructure industries. Hybrid renewable energy systems have become the well-liked because stand-alone energy systems with regard to supplying electrical power within remote control places because of improvements within renewable energy systems as well as following increase within costs associated with oil items. The Hybrid energy program, or even Hybrid energy, generally includes several renewable energy resources utilized collectively to supply elevated program efficiency in addition to a higher stability within energy supply. Hence, hybrid renewable energy generation is the futuristic solution for carbon foot printing

[\[View Full Paper\]](#) [\[Download\]](#) **45-47**
[\[References\]](#)

Empirical Review Of Progressive Research For Fuel Cell And Parametric Evolution

Manasi P. Deore

Environment change is amongst the greatest ecological issues that individuals have confronted, and also the key trigger driving it is the reliance on fossil powers. Burning up fossil fuel, oil as well as other fossil energy sources is the major means through which many of us generate electrical power, it also contributes to major levels of air-borne pollutants within our atmosphere and water. By making use of green energy resources, we likewise decrease our reliance on fossil energy resource gasoline and also oil supplies, so that we are able to prevent the growing cost of energy expenses and enhance our power stability. A microbial fuel cell (MFC) is a bio-electrochemical system that makes use of the ability of respiring microorganisms to transform natural and organic substrates straight into electrical power. At its key, the MFC is a fuel cell, which in turn converts chemical substance vitality into energy employing oxidation lowering responses. This paper presents focus on the global development overview of MFC.

[\[View Full Paper\]](#) [\[Download\]](#) **48-50**
[\[References\]](#)

Effects Of Rainfall Patterns On The Stability Of Upper Stack Of Open Pit Slopes

Wang Yiming, Trevor Siame, Victor Mwangi Bowa

Since mining started in 2008, Lumwana (Malundwe) Open Pit has experienced slope failures in the saprolite formation in the upper stacks of the pit's slope, during rain seasons. Comprehensive integrated studies have been performed to

investigate parameters controlling the stability of the upper stack of Lumwana (Malundwe) open pit due to rainfall pattern. The study results reveal that the saprolite soils' matric suction increases with the decrease in rainwater content in the saprolite soil, leading to an increase in shear strength of the slope for the upper stacks. Once shear strength is sufficiently increased, the saprolite soil slope become sufficiently stable in dry season. During rain season, the negative pore pressure tend to reduce towards zero and even become positive with rising water table. Such a change in pore water pressure causes a decrease in the shear strength. Once the shear strength is sufficiently decreased, the upper slope becomes instable that slope failure may occur. Generally, the events of rainfall gives an impact on the degradations of the safety factor of upper stack of Lumwana (Malundwe) open pit.

[\[View Full Paper\]](#) [\[Download\]](#) **51-60**
[\[References\]](#)

Song And Typography: Expressing The Lyrics Visually Through Lyrical Typography

Agung Zainal Muttakin Raden, Muhammad Iqbal Qeis

A song is one of the media used to express emotions or convey messages. Aside of music and rhythm, the lyrics also plays an important tole to convey these messages. However, song lyrics are usually written in the form of rigid text with a monotonous form, so that it only served as a pointer without any expression and emotional value. This article will discuss the way the text of the lyrics can help express the emotion and message within the song by using lyrical typography. This article discussed an experimental research method done with the approach of typography, semantics, and illustration to create a visual experience in writing the song lyrics. The result compiles the illustrations from the said experiments and show that lyrical typography can help express the song so that the audience can see the visualization created and gain a new way to experience the song through the use of this lyrical typography.

[\[View Full Paper\]](#) [\[Download\]](#) **61-64**
[\[References\]](#)

Green Cloud Computing: Carbon Emission Impact And Energy Efficiency

Navin Agarwal

This paper compares between cloud computing and GCC. It points out the various pros and cons between the two and provide survey for the energy efficiency methods. This paper focuses on the use

of the recently developed green cloud computing (GCC) in reducing the carbon emission induced in the environment by the ever-increasing usage of data centers and their increasing numbers. This paper also introduces the variety of the energy efficient methods that are made possible via GCC.

[\[View Full Paper\]](#) [\[Download\]](#) **65-67**
[\[References\]](#)

Determinants Of Commitment From Women's Cooperatives Through Relationship Values

M. Farid Afandi, Armanu Thoyib, Eka Afnan Troena, M. Misbahul Amri

Relationship marketing is important for marketers and researchers. The objective of this study is to analyze the causal effects and relations of the four constructs, i.e., customer satisfaction, relational values, trust and commitment applied in the context of services marketing. The research sample consisted of 200 respondents i.e., the members of women's cooperative in East Java Province, collected by applying the simple random sampling method. Data were analyzed by using Structural Equation Modelling (SEM) with AMOS program. The results showed that to create a strong bonding in the form of commitment with the customer, the initial strategy must be built to strengthen members' trust by creating customer satisfaction. The process must be supported continuously by the creation of advantageous values for customers. Customers perceived with relational values will have a strong impact on the customer to maintain a long-term relationship.

[\[View Full Paper\]](#) [\[Download\]](#) **68-73**
[\[References\]](#)

Improving Customer Loyalty Based On Relationship And Service Quality On Networked Store Customer

Mohamad Dimiyati, N. Ari Subagio

The research objectives of this study is to examine: (i) the influence of service quality on relationship quality and customer loyalty; (ii) the influence of relationship quality on customer loyalty; and (iii) the intermediate effect of service quality on customer loyalty mediated by relationship quality in networked mini-markets. We collected the data from 140 customers based on a purposive sampling, using a structured questionnaire distributed at seven Indonesian cities. The research results of the study show that the increase in service quality directly improves relationship quality. However, we could not prove that the increase in service quality directly increases customer loyalty. Finally, we find that

there is an intermediate effect of service quality on customer loyalty mediated by relationship quality in networked mini-markets

[\[View Full Paper\]](#) [\[Download\]](#) **74-79**
[\[References\]](#)

Analysis Of Difficulty Learning Calculus Subject For Mathematical Education Students

Siti Fatimah, Yerizon

The low result of student learning for calculus subjects are the background of this study. This study aims to analyze student learning difficulties with calculus subjects. This study uses a descriptive method with the qualitative approach. The technique of data analysis uses the Miles and Huberman models with the type of data presentation. The subject of this study is IAIN Bukittinggi students of the 2018 Mathematics Education Study Program which consists of 1 class which amounts to 37 people. The results of the study stated: 1) student difficulties in general, namely drawing the function graphs and doing trigonometric manipulations, 2) student difficulties specifically obtained for material functions (determining domain and range), limit material (mastering rules in determining the values of limit function), derivative material (determining the maximum and minimum values in the story matter), and integral material (errors using integral rules that are often used derivative rules, differentiating using substitution and partial integral techniques and also error in the final completion of the volume of rotary objects).

[\[View Full Paper\]](#) [\[Download\]](#) **80-84**
[\[References\]](#)

Influence Of Brand Image, Price And Promotion On Consumer's Buying Decision Of Fast Moving Consumer's Goods With Culture As A Moderating Variable In Basmallah Retail Store In Indonesia

Sudaryanto Sudaryanto, N. Ari Subagio, Intan Nurul Awaliyah, Deasy Wulandari, Anifatul Hanim

This research aimed to investigate the behavior of consumers buying decision in modern moslem stores in Indonesia. The high and low context culture would be the intermediating factor on influencing the decision. With 100 samples the data was collected through out multy stage sampling procedures with Banyuwangi being selected region. The validity and reliability questionnaire were tested. Normality data was also tested using skewness and kurtosis before regression is employed. The population in this

study are customer of the Basmallah in a specific teenager in Banyuwangi . The measurement scale in this study uses semantic differential. The method of analysis used is Moderated Regression Analysis. The results showed that: 1) Brand image effect on purchasing decision; 2) Price affects purchasing decisions; 3) Promotion affects purchasing decisions; 4) culture moderates the influence of brand image on purchasing decisions; 5) culture moderates the influence of prices on purchasing decisions; 6) Culture moderates the influence of promotion on purchasing decisions of Basmallah FMCG.

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

85-92

Some Natural Antioxidants Sources From Foods And Tree Barks

Ahmed M A Hamad

Oxidation is a common reaction that takes place during preparation of different foods. It takes place through transferring electrons from a chemical compound to other/s. Researchers believe that oxidation has negative impact on human health. Moreover, existence of anti-oxidants in any food means existence of substances, which can delay or stop the oxidation process, as oxidation not only affects health but also deteriorates the natural flavor of any food. Some anti-oxidants are natural but others are synthetic. Natural anti-oxidants, commonly denoted as NAOs, are preferential choice of doctors and customers. They exist in multiple food sources including vegetables, fruits, and other plant-based and animal-based diets. In this article, we have described only those oxidants, which can be obtained through natural sources

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

93-98

Potential Use Of Bamboo To Support Village Independence

Weka Gusmiarty Abdullah, Usman Rianse, Zulfikar, Annas Ma'ruf, Ilma Sarimustaqiyma Rianse, Weka Widayati, Wa Kuasa Baka, Weko Indira Romantiaulia

Bamboo has become an important part of the life of the Indonesian people, from an perspective of economic, social and cultural. It is especially seen in rural communities. The potential for bamboo use needs to be explored from various aspects (availability of resources, social and economic) so that its role can be increased to support village independence. This research aims to examine the potential of resources, social and economic of bamboo use. The study showed that bamboo has a very wide distribution, especially in the Southeast Asian region. Availability of bamboo is abundant, especially in rural areas. Bamboo also has high

adaptability and ecological value, and has superior physical and nutritional properties. Socially, human resources could further enhance their local wisdom for sustainable use of bamboo, as well as the value and social status of bamboo for the community. Economically, bamboo has great potential for increasing economic value through the use of all parts of the plant into various products for meeting community needs. The use of bamboo was sources of livelihood for rural communities that were financially feasible.

[\[View Full Paper\]](#) [\[Download\]](#) **99-105**
[\[References\]](#)

Analysis Of Profit Performance And Asset Management To Financial Distress Bakrie Group Company Listing In Indonesia Stock Exchange

Andi Ratna Sari Dewi, Eka Wahyuliana

Financial distress is a condition where the company's finances are in an unhealth or a crisis that can lead to bankruptcy. This study aims to analyze the return on asset (ROA), return on equity (ROE), receivable turnover (RT), and inventory turnover (IT) to financial distress. By taking samples using purposive sampling, the sample of this research is five Bakrie Group companies that meet the criteria of ten population of Bakrie Group companies listing in Indonesia Stock Exchange. The research data are quarterly financial reports from 2012 to 2016 as many as 100 financial statement data. Financial distress analysis technique in this study using Altman Z-score method with the formula $Z = 6.56X1 + 3.26X2 + 6.72X3 + 1.05X4$. The Z-score indicator for determining financial distress is grouped into categories, non-financial distress ($Z > 2.99$), gray area (1.81

[\[View Full Paper\]](#) [\[Download\]](#) **106-110**
[\[References\]](#)

Information System Security: Human Aspects

Zaied Shouran, Tri kuntoro Priyambodo, Ahmad Ashari

Numerous organizations recognize that their workers, who are usually thought of the weakest link in information security, also can be great assets in the effort to reduce risk associated with data security. Information security has not been given enough consideration among the writing as far as the human issue impact; researchers have involved a lot of examination throughout this area. Human factors assume a noteworthy in computer security. all through this paper, we target the relationship of the human factor in information security showing the human weaknesses which can

cause unintentional harm to the organization and discuss, be that as it may, information security awareness may be a major tool in overcoming these weaknesses.

[\[View Full Paper\]](#) [\[Download\]](#) **111-115**
[\[References\]](#)

Effect Of Soil And Water Conservation Methods On Maize Performance And Soil Water Retention In Northern Region Of Ghana

Eliasu Salifu, Wilson Agyei Agyare, Asamoah Larbi

Farmers in the Northern Region of Ghana are mostly smallholder farmers. They are continuously confronted with erratic rainfall and land degradation as a result of poor agronomic practices. Soil and Water Conservation (SWC) methods are interventions that can be put in place to limit soil loss and sustain soil moisture in areas where there is inadequate moisture and the risk of losing the valuable topsoil. In the 2014 cropping season, an on-farm experiment was conducted in the Region to assess the effect of SWC methods [Contour Farming (CF), Half Moon (HM), Contour Ridges (CR) and Flat Land (FL)] on soil moisture content at the root zone, growth components and yield of maize. There was a significant effect of the SWC methods on soil moisture at the root zone of maize at a probability (P) value of 0.00181. The CF retained the most soil moisture at the root zone with an average volumetric soil moisture of 18.4%. This was followed in decreasing order by CR (18.1%), HM (17.8%) and the FL (16.8%). The SWC methods significantly affected maize height (P = 0.0112), stem (P = 0.0174), root biomass (P = 0.035) and grain yield (P = 0.00578). Considering the higher soil moisture retention and yield under CF, it is recommended as the best option among the studied methods for SWC in Northern Region of Ghana.

[\[View Full Paper\]](#) [\[Download\]](#) **116-120**
[\[References\]](#)

The Negative Impacts Of Poverty In Urban And Rural Architecture In Nigeria

Obiadi Bons N. Onochie, A. O.

Bad governments in Nigeria and most Third World countries are resulting in poverty of the people as a result, negatively impacting their built environment and especially, architecture. A lot of poor people are reverting to the use of prehistoric building materials including, clay/laterite soil (in mud buildings), plant leaves and recycled products, used hundred years ago. This paper aims at, identifying how bad governments promoted poverty in both their urban and rural communities

and proffered solutions to the negative impacts of poverty in their architecture. It adopted qualitative research method that embraced information from secondary data sources. The invention of bottled water in Nigeria resulted in abundance of empty plastic containers (wastes) in the communities with architectural values. They are used by the poor in building their houses and fences. The governments' current bad and unsustainable policies are reversing the assumed improved standards of living and lifestyles of the poor, to nomadic living and pushing the poor into impoverished lifestyles. This paper recommends for the players to start discussing today's environment for tomorrow's generation, develop and implement documents that would guide and promote development and growth plan of the communities leading to unprecedented indoor-outdoor standardized growth, human and economic empowerment.

[\[View Full Paper\]](#) [\[Download\]](#) **121-131**
[\[References\]](#)

The Effect Competence And Motivation To Satisfaction And Performance

Fikri Adam, Jeny Kamase

This research aims to find out and analyze the influence of the competence, motivation towards job satisfaction. To know and analyze the competence and motivation towards the performance of employees. To know and analyze to find out and analyze the influence of the competence and motivation on performance through job satisfaction. The method of this research is quantitative descriptive using observation, interview and kuasioner in analyzing data to explain the phenomenon. Analysis tools used are SEM to explain all the hypotheses put forward in this study through the application of AMOS. The population in this study as many as 150 employees and a sample of this research using a multistage sampling, where the method is done by stages as follows using the sampling or judgement based on criteria and both use proportional stratified random sampling. The results of this research are positive effect not significant competencies against job satisfaction, motivation and positive effect significantly to job satisfaction, the positive effect of competence and not significantly to the performance of the employees. A positive and significant effect of motivation against the performance of employees. Job satisfaction the positive and significant effect against the performance of employees. Competence of influential positive and insignificant against the performance of employees through job satisfaction. significant motivation and a positive influence on performance that is mediated by job satisfaction.

[\[View Full Paper\]](#) [\[Download\]](#) **132-140**
[\[References\]](#)

Economic Aspects Comparison Of Using Juhar Organic Fertilizer And Npk Fertilizer In Palm Oil Plantation

Mitra Musika Lubis, Abdul Rahman, Zulkarnain Lubis

The aim of the research is to find out the comparison level of production, production costs, reception and the income on the agricultural of palm oil prenuership and to analyze the level of economic efficiency. This research is conducted with a purposive sampling method. The research result shows that the production is using the juice of Juhar is 70.792 kg. With the use of NPK thatis 604 kg. But from the data above can be found that the production of the palm oil is higher using the Juhar fertilizer than NPK fertilizer. The cultivation of the palm oil which using Juhar fertilizer is better than using the NPK fertilizer

[\[View Full Paper\]](#) [\[Download\]](#) **141-145**
[\[References\]](#)

Bioethanol Production From Cassava Peel By Ultrasonic Assisted Using HCl As Catalyst

Sirajuddin, Bandi Soepratono, Edy Budiarmo, Wiwin Suwinarti

Cassava peel is lignocellulose material that has the potential to be processed into alternative fuels is bioethanol. This study aims to determine the concentration of HCl as catalyst, hydrolysis time optimum use of ultrasonic waves to the yield of glucose and determine the optimum fermentation time to convert glucose into ethanol. Hydrolysis process 25 grams of sample was added 150 ml of HCl as catalyst with concentration variations HCl 0.75 N, 1.00 N and 1.25 N, hydrolysis time variation 6, 15, 30, 60 and 90 minutes using an ultrasonic wave frequency at 35 KHz and a temperature of 30°C. The resulting hydrolyzate was analyzed using methods luff schrool. The highest yield of fermentable glucose 150 ml using 5 g of yeast and 2 grams of NPK with time variations of 2, 4, 7, 10, 12 days. Distilled and fermented then analyzed using Chromatography Gas (GC). The highest glucose yield hydrolysis process is a catalyst concentration of 1.2 N HCl and 30 minutes of 34.59%. While the highest bioethanol yield in the fermentation process is 4 days at 20.77%.

[\[View Full Paper\]](#) [\[Download\]](#) **146-148**
[\[References\]](#)

Clarithromycin Resistance And Genetic Pattern Of Helicobacter Pylori In A

Group Of Patients With Peptic Ulcer Disease In Alexandria, Egypt

Mohamed A Alhammad, Hadir EL-Kady, Yaman Hamed

Clarithromycin resistance is one of the main predictors of eradication treatment failure in *Helicobacter pylori* (*H. pylori*) infections. Clarithromycin-based regimens were commonly used as a first-line therapy for *H. pylori*-positive patients. Lately, cure rates of *H. pylori* infection are decreasing to as low as 60% and are inversely correlated with antibiotic resistance rates that have crossed the 15-20% threshold. Monitoring of antibiotic susceptibility of *H. pylori* can be achieved through molecular methods; which stand out as an attractive alternative to conventional culture-based methods. The 23S rRNA Real-time PCR has several advantages in detection of *H. pylori* resistance to antibiotics; such as short working time, a high specificity up to 100% and low risk of contamination. This study aimed to detect clarithromycin resistance and genetic pattern of *H. pylori* in a group of 50 patients suffering from symptoms suggestive of gastrointestinal diseases. Gastric biopsy specimens were taken by endoscopy at the Gastroenterology Department of Alexandria Main University Hospital. Genotyping of *H. pylori* strains using multiplex PCR to detect CagA and VacA genes and detection of point mutations conferring clarithromycin resistance using a 23 S rRNA real time PCR was carried out. The majority (98%) of *H. pylori* strains detected in patients were CagA positive while only 28/50 (56%) were VacA positive. Most of the strains (67.86%) expressed the s2 (non toxigenic) allele and the most common genotype was VacA s2m1; expressed by 39.3% of strains. All *H. pylori* strains of the control group were sensitive to clarithromycin while resistance was detected in 26% of strains recovered from cases. The majority (77%) of point mutations responsible for resistance to clarithromycin were due to A-G transition at position 2143 while only 23% of which were due to A-C transition at position 2142.

[\[View Full Paper\]](#) [\[Download\]](#) **149-159**
[\[References\]](#)

Development Of Instant Granules Containing Sappan Wood (*Caesalpinia Sappan L*) And Temu Mangga (*Curcumma Mangga Valeton & Zipp*) Extract Combination As Antimotility

Trisna Permadi, Swasono R. Tamat, Kartiningsih

Indonesia is one of countries which as plants that have medicinal properties. Sappan wood (*Caesalpinia sappan L*) and temu mangga (*Curcumma mangga Valeton & zipp*) are native plants to Indonesia, which have antimotility property. Sappan wood and temu mangga contains

flavonoids, saponins, tannins, steroids, triterpenoids and volatile oil which considered provide antimotility activity. This study begins with the maseration using ethanol 70% then evaporated and spray dried. The various ratio of extract combination were formulated into instant granules. The granules were tested for phisicochemical properties and hedonic score, and the antimotility activity using colonic transit time method. All the granules complied with the phisicochemical properties of granules and the hedonic score. The best antimotility activity obtained in granules containing sappan wood and temu mangga extract 21:9, with intestinal transit percentage (60,07%) did not significantly different from the normal control (ANOVA one-way unstacked at $\alpha = 0,05$).

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

Investigation Of Entrepreneurship Development Barriers In The Field Of Renewable Energies Technologies In Developing Countries: A Case Of Iran

Shahla Choobchian

With respect to the importance of the development of entrepreneurship and employment in renewable energies technologies, the present research investigated the obstacles of developing entrepreneurship in renewable energies in Iran. The methodology utilized in this paper involved two complementary methods: 1) a series of semi-structured interviews with 15 renewable energy entrepreneurs and 2) a questionnaire survey. The participants were identified via SATBA. Through the use of a simple random sampling method, 97 people were selected as sample. The results indicated that the most important barrier of entrepreneurship development in the field of renewable energies was inadequate access to institutional finance, inadequate government or policy support and the power of incumbents which were into the first, second and third ranks, respectively. According to the findings, sociocultural and individual barriers explain about 30% of the obstacles entrepreneurs are faced with, that have been neglected in previous studies. Entrepreneurship in the field of renewable energies is considered to be one of the most exclusive solutions for unemployment. In order to solve the problems faced by renewable energies entrepreneurs, the barriers which exist in the way of these activities should be identified and removed. Therefore, this study will take a useful upward step in order to identify these barriers and, eventually, provide the best functional suggestions.

[\[View Full Paper\]](#) [\[Download\]](#)
[\[References\]](#)

The Effect Of Price, Service Quality, Customer Value, And Brand Image On Customers Satisfaction Of Telkomsel Cellular Operators In East Java Indonesia

Diah Yulisetiari, Yongky Ade Prahasta

Abstract: The purpose of this study is to determine the effect of price, service quality, customer value, and brand image on customer satisfaction. The sampling method uses purposive sampling. The sample of this study amounted to 200 respondents. The analysis method used multiple linear regression with SPSS (Statistical Product and Service Solution). The results of this study price have a significant positive effect on customer satisfaction. By with the benefits obtained by customers. Service quality has a positive effect on customer satisfaction. Quality of service provided can to meet the needs and desires of consumers as well as customer complaints, criticism, suggestions, or just asking for help responded quickly with a solution by the customer care. Customer value has a positive effect on customer satisfaction. Benefits received can increase consumer trust. Consumers will be satisfied with the services provided. Brand image has a positive effect on customer satisfaction. The image of the Telkomsel cellular operator brand can be said to be good, well-known, easy to remember, and able to create consumer interest in the products offered.

Index Terms: Price, Service Quality, Customer Value, Brand Image, Customer Satisfaction

1 INTRODUCTION

The development of Science and Technology has a great impact on society. Technology that is currently undergoing development is communication technology. Technological competition continues to experience an increase felt by consumers as users of communication services. Service providers compete with each other to get consumers as much as possible to dominate the market. The way that telecommunications service providers can do to dominate the market is to create customer satisfaction. Consumers can be satisfied if they feel comfortable and satisfied with the services provided. One determinant of customer satisfaction is a price. The price is right, consumers; will be able to repurchase and be satisfied with the product. Telecommunication service providers must pay attention to the quality of services provided to consumers. Good service tends to make consumers feel comfortable and willing to use the service twice. All forms of services provided must be made increasingly better to maintain customers to achieve customer satisfaction with service providers. Satisfaction is formed in consumers themselves; customers will specifically consider the benefits obtained from a product with its sacrifice. Consumers will feel satisfied if consumers get high value from the products they buy. Consumers who get high benefits from the product they buy, the consumer becomes satisfied with the product to use. Competition from various telecommunication service providers is increasingly stringent which demands a good brand. The brand of goods that are already known in the minds of consumers will quickly be in demand by consumers. Brands can be said to be good or bad depending on consumer ratings.

The brands that are in great demand are brands that have good quality, easy to remember brand names, and always provide something new for consumers. Companies always try to want their brands to be known to consumers because consumers are usually interested in one brand that tends to keep on buying and using it the next time. Cellular telecommunications service provider, its customers see known service provider brands. Consumers will continue to use it repeatedly and still use the brand from the same product in the end consumers will be satisfied. According to research conducted by [1] the price match offered by smartphone companies can affect the characteristics of consumers who are satisfied. Consumer satisfaction has a significant effect on customer satisfaction. Research [2] also shows that one of the factors that influence customer satisfaction in the cellular telecommunications business is a match in the price offered in each form of service by the service provider. Research [3], [4] show that service quality can affect customer satisfaction, then influence customer satisfaction. The results of the study [5] show that the experience of consumers of various types of values that once gave consumers insight to invest to produce high customer value to achieve desired customer satisfaction. High customer value can influence consumers to be satisfied. Research from [6] shows that brand image has a significant effect on customer satisfaction.

2 LITERATURE REVIEW

2.1 Price

Price is one part of the marketing mix, which is a value of certain goods attached to goods or services that are being traded in the market [7]. The price concept in this study is the price for services paid by consumers to use cellular telecommunications services. The compatibility of good or bad prices can be seen from the consumer's response to the price offered, accepted or rejected. In telecommunications services, prices are the top priority of consumers in choosing service providers in addition to service quality. The price increase offered by cellular operators can affect consumers. According to [8], price increases are situations where customers get low

- Diah Yulisetiari is a lecturer at Faculty of Economics and Business, University of Jember, Indonesia, E-mail: diahyuli@unej.ac.id
- Yongky Ade is an undergraduate student from Faculty of Economics and Business, University of Jember, Indonesia

money values, where prices are higher than expected, or prices decrease after purchases and products purchased do not match the price offered. The increase in the price of cellular telecommunications services should also be accompanied by an increase or improvement in the quality of services, so that consumers' poor perceptions of prices can be avoided. Research conducted by [9] produce a statement that prices show a significant positive effect on brand satisfaction and management must be able to apply prices effectively to increase customer satisfaction with the company's products. Research [10]) also shows that in a market that has a high sensitivity to prices, changes in price increases are very sensitive to the level of customer satisfaction, the more appropriate the price offered and provide benefits, the greater the influence on customer satisfaction.

2.2 Service Quality

Good service quality is one of the determinants of a company's success to attract new consumers or retain existing customers. The business of telecommunications services, service quality, is very important to be considered well as a reference for consumers in choosing cellular operators that are of good quality and good service. According to [11] states that service quality is also considered a determinant of customer satisfaction that is very complex and as a measure of the good and bad dimensional structure of perceptions that are currently accepted, at other times. The research conducted by [3], obtained results that service quality has a significant positive effect on customer satisfaction and customer satisfaction in the business sector. While research conducted by [12], states that satisfied customers are influenced by the quality of service. Quality of service affects customer satisfaction. Research [2] resulted in service quality consisting of efficiency, service availability, privacy, consumer trust, customer value, commitment, brand image, and customer satisfaction in telecommunications services.

2.3 Customer Value

According to [13], The value of customers in the field of marketing strengthens the influence of customers is an important asset in the company. Strengthening customer influence is a critical resource for competitive advantage, because the longer the customer stays in the company, the higher the profit will be [14]. This concept is also by the research topic in the cellular telecommunications business sector. The cellular operator as a telecommunications service provider company must pay attention to the benefits of services to be received that are used by consumers. These benefits such as ease of access and ease of use, speed of communication, and other benefits received by consumers as a result of the use of cellular telecommunications services. According to research by [15], he factors that influence the repeated use of social media applications derive from the perception of the benefits obtained from the use of social media applications from consumer values. Repeated use can result in customer satisfaction. The research shows that customer value can influence consumers to be satisfied. Similar research on customer value from [16] which produces customer value has a significant positive effect on customer satisfaction in services such as telecommunications, insurance, banking, and transportation.

2.4 Brand Image

The telecommunications business sector, the brand determines the success of a type of service. The choice of a good name, easy to remember, and having a good image in the minds of consumers is not easy, various processes are needed to achieve it. Brand image that has been good in the minds of consumers will increase the number of new customers and an increasing number of satisfied customers. Customers will find it difficult to switch to another service provider. According to [17], consumer satisfaction will increase if consumer perceptions of a brand image have increased. This perception is a consumer's positive perception of a good a brand image, so consumers increase their trust in the brand to achieve a certain level of satisfaction. Satisfaction can lead to the formation of appropriate customer relationship management. Based on these studies, the position of brand image is very important to note, because it serves as a medium to attract consumers if the brand image of a product is declared good. Mobile operator companies, brand image is used as a means of the company to measure the level of consumer understanding of the services offered. [6] showed that brand image had a positive effect on service quality and customer satisfaction in the karaoke television industry. [16] also resulted in customer value and brand image having a significant positive effect on customer satisfaction.

2.5 Customer Satisfaction

Customer satisfaction is a major component of the long-term survival of a brand. Satisfaction can also help improve the company's image in the minds of other consumers. [4] define customer satisfaction as a commitment about repeating the purchase of goods or services that are preferred in the future, buying the same brand even though the type is different, and the customer is satisfied. The telecommunications business, finding satisfied customers is difficult, given that competition between cellular operators continues to increase. Cellular operators that have satisfied customers are valuable assets that must be maintained and maintained. [2] explain that mobile businesses like telecommunications, to keep customers satisfied continuously. Research [2] by resulted in customer satisfaction of telecommunication services influenced by service quality consisting of efficiency, service availability, privacy, consumer trust, customer value, commitment, and brand image. The research conducted by [1] shows that smartphone customer satisfaction affects the price of smartphones, smartphone brand image, and the quality of customer support services, while smartphone usability, function, and design affect customer satisfaction. [18] resulted in customer satisfaction in cellular operators affecting switching costs, trust, corporate image, and service quality while [5] states that high customer value can affect customer satisfaction and both have a strong influence on each other.

3 METHODOLOGY

The sample of this research is Telkomsel cellular operator customers. The sampling method uses purposive sampling. The sample criteria are customers who have used Telkomsel cellular operators for more than one year. This study used multiple linear regression analysis with the SPSS program (Statistical Product and Service Solution).

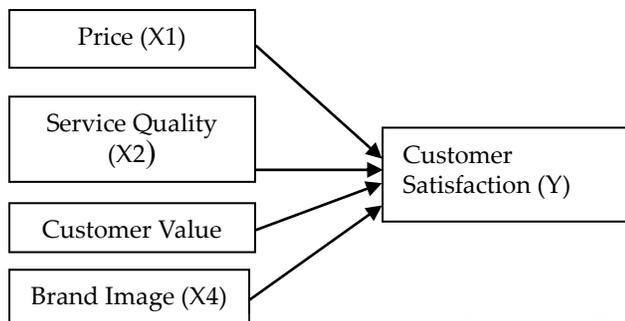


Figure 1 : Conceptual Framework

4 RESULT AND DISCUSSIONS

4.1 The Effect of Price on Customer Satisfaction

The results show that prices have a significant positive effect on customer satisfaction. Prices offered by cellular operators in line with consumer expectations make consumers stay with Telkomsel cellular operators for more than one year. The price of services applied is fluctuating each year, but the price determination is not too high which results in consumers happy and returning to use cellular operator services for the future to become satisfied customers. Respondents also said the ups and downs in the price of telecommunications services did not really affect and continue to use services provided by cellular operators. These results support the research of [9] that prices show a significant positive effect on customer satisfaction. In other words, prices affect customer satisfaction. Research by [10] also shows that the market has a high sensitivity to prices, changes in price increases are very sensitive to the level of customer satisfaction, the prices offered are accordingly the greater the effect on customer satisfaction. The result is that appropriate pricing can affect the increase in customer satisfaction, and can attract new customers.

4.2 The Effect of Service Quality on Customer Satisfaction

The results showed that service quality had a significant positive effect on customer satisfaction. The service quality of Telkomsel cellular operators is good. Respondents' statements were proven in service quality variables which stated that service quality which included signal coverage, access speed, reliability, and service innovation was able to meet the needs and desires of consumers. Consumers also stated that they were satisfied with the services provided by these cellular operators. Customer complaints, criticisms, suggestions, or just asking for help are responded to quickly with a solution by the customer care. Based on these facts, it is explicitly reasonable that consumers feel satisfied with the services of cellular operators to make consumers satisfied. Good service quality has been given especially to facilities for Telkomsel customers. The innovation of the presence of 4G LTE on cellular services has become more varied as the main strength of cellular operators to attract consumers' attention. These results support the research conducted by [4], with the results of service quality having a significant positive effect on customer satisfaction. Research conducted by [12], shows that satisfied customers in the automotive service sector are affected by the quality of service. Quality of service will affect

customer satisfaction to be satisfied. The research conducted by [18] according to the results of this study that one of the factors that influence cellular operator customer satisfaction is the quality of service with a positive influence.

4.3 The Effect of Customer Value on Customer Satisfaction

The results showed that customer value had a significant positive effect on customer satisfaction. Customers of Telkomsel cellular operators receive benefits from services provided. Respondents of this study stated that the benefits of using cellular telecommunications services provided include ease of communication, ease of conducting online transactions, ease of obtaining information, downloading information, and other positive benefits. The benefits received by consumers regarding services used can increase consumer confidence in cellular operators. Consumers feel satisfied with the services provided and can produce new satisfied customers. Satisfied new consumers are the goal of the company, and must retain satisfied customers. The results of this study are by those conducted by [15]. The results of his research are that the repeated use of social media applications can result in customers being satisfied because they get the benefits and value of using social media for their activities. The research shows that customer value can influence consumers to be satisfied. Research on similar customer value is [16] which produces customer value has a significant positive effect on customer satisfaction in services such as telecommunications, insurance, banking, and transportation.

4.4 The Effect of Brand Image on Customer Satisfaction

The results showed that brand image had a significant positive effect on customer satisfaction. These results indicate that Telkomsel cellular operator's brand image in the minds of consumers can be said to be good, already known to consumers, easy to remember, and able to create consumer interest in the products offered. Brands that already have big names will certainly find it easier to get new customers than brands that don't have a good place in the minds of consumers or even tend to be hated by consumers. Telkomsel proves that its brand is well known to its customers and can create consumers who are satisfied with the services offered. The results of this study are proven by respondents' statements on the brand image variable that they recognize the Telkomsel brand as a good quality brand, the network is easy and everywhere, customer service is good, and also has good access speed. The research respondents also responded to the brand image that they preferred the Telkomsel brand to other brands, there were even some respondents who only knew Telkomsel as a cellular operator. This certainly will have a positive impact on the development of cellular operators in the future because it is already able to be known by consumers as a brand that has a good image in consumers. A good brand image must be maintained, and avoided considering Telkomsel as a good cellular operator brand. The results of this study are consistent with what was done by [6] showed that brand image had a positive effect on service quality and customer satisfaction in the karaoke television industry. [16] research) also produces that customer value and brand image have a significant positive effect on customer satisfaction. [19] the results of his research

are that brand image affects customer satisfaction, if the brand image is getting better and stronger for consumers, it will increase the interest in internet services so that customer satisfaction will also increase.

5 CONCLUSION

Price has a significant positive effect on customer satisfaction. Prices paid by consumers to use telecommunications services are quite stable and by the benefits obtained by customers. Service quality has a significant positive effect on customer satisfaction. Customer complaint services, criticism, suggestions, or just asking for help are responded to quickly with a solution by the customer care capable of meeting the needs and desires of consumers. Customer value has a significant positive effect on customer satisfaction. Customer value is related to benefits that can increase consumer trust and get new customers who are satisfied. Brand image has a significant positive effect on customer satisfaction. The image of the Telkomsel cellular operator brand in the minds of consumers can be said to be good, already known to consumers, easy to remember, and able to create interest in the products offered. Future studies are expected to be able to examine other variables and be done on different objects because different places usually have different results. Customer value can provide additional benefits to its customers, namely by conducting promotions, social events such as healthy walks, lottery prizes, old disaster assistance, donations, as a form of concern for consumers so loyal and loyal consumers.

REFERENCES

- [1]. Kim, Moon-Koo., Wong, Siew Fan., Chang, Younghoon., & Park, Jong-Hyun. (2016). "Determinants of Customer Puasty in The Korean Smartphone Market: Moderating Effects of Usage Characteristics". *Telematics and Informatics*, Vol. 3, pp. 34-65.
- [2]. Lee, Weng Onn., & Wong, Lai Soon. (2016). "Determinants of Mobile Commerce Customer Puasty in Malaysia". *Social and Behavioral Sciences*, Vol. 224, pp. 60-67.
- [3]. Khan, Mubbsher., & Fasih, Mariam. (2014). "Impact of Service Quality on Customer Satisfaction and Customer Puasty: Evidence from Banking Sector". *Pakistan Journal of Commerce and Social Sciences*, Vol. 8 (2), pp. 331-354.
- [4]. Xu, Fang., & Du, Jia Tina. (2018). "Factors Influencing Users Satisfaction and Puasty to Digital Libraries in Chinese Universities". *Computers in Human Behavior*, Vol. 83, pp. 64-72.
- [5]. Chen, Shu-Ching. (2015). "Customer Value and Customer Puasty: Is Competition a Missing Link?". *Journal of Retailing and Consumer Services*, Vol. 22, pp. 107-116.
- [6]. Chao, Ren-Fang., Wu, Tai-Chi., & Yen, Wei-Ti. (2015). "The Influence of Service Quality, Brand Image, and Customer Satisfaction on Customer Puasty for Private Karaoke Rooms in Taiwan". *The Journal of Global Business Management*, Vol. 11 (1), pp. 59-67.
- [7]. Kent, T., & Omar, O. (2014). *Retailing Concept*. New York: McMillan.
- [8]. Zielke, Stephan. (2017). "The Impact of Price-Related Incidents on Store Puasty". *European Journal of Marketing*, Vol. 38 (4), pp. 543-560.
- [9]. Dhurup, Manilall., Mafini, Chengezai., & Dumasi, Tshepiso. (2014). "The Impact of Packaging, Price, and Brand Awareness on Brand Puasty: Evidence from The Paint Retailing Industry". *Acta Commercii*, Vol. 14 (1), pp. 194-203.
- [10]. Wang, Sujuan., Hu, Qiyang., & Liu, Weiqi. (2017). "Price and Quality-Based Competition and Channel Structure with Consumer Puasty". *European Journal of Operational Research*, Vol. 2, pp. 52-84.
- [11]. Lee, H. S. (2013). "Major Moderators Influencing The Relationships of Service Quality, Customer Satisfaction, and Customer Puasty". *Asian Social Science*, Vol. 9 (2), pp. 1-11.
- [12]. Izogo, Ernest., & Ogba, Ike-Elechi. (2015). "Service Quality, Customer Satisfaction, and Puasty in Automobile Repair Services Sector". *International Journal of Quality & Reliability Management*, Vol. 32 (3), pp. 114-131.
- [13]. Estrella-Ramon, Sanchez-Perez., Swinnen., & Vanhoof. (2013). "A Marketing View of The Customer Value: Customer Lifetime Value and Customer Equity". *South African Journal of Business and Management*, Vol. 44 (4), pp. 47-64.
- [14]. Lee, Min Kyung., Verma, Rohit., & Roth, Aleda. (2015). "Understanding Customer Value in Technology-Enabled Services: A Numerical Taxonomy Based on Usage and Utility". *Institute for Operations Research and The Management Sciences (INFORMS)*, Vol. 7 (3), pp. 227-248.
- [15]. Hsiao, Chun-Hua., Chang, Lillian J., & Tang, Kai-Yu. (2015). "Exploring The Influential Factors in Continuance Usage of Mobile Social Apps: Satisfaction, Habit, and Customer Value Perspectives". *Telematics and Informatics*, Vol. 2, pp. 15-52.
- [16]. Rahi, Samar. (2016). "Impact of Customer Value, Public Relations Perception, and Brand Image on Customer Puasty in Services Sector of Pakistan". *Arabian Journal of Business and Management Review*, Vol. 4, pp. 15-23.
- [17]. Nyadzayo, Munyaradzi W., & Khajehzadeh, Saman. (2016). "The Antecedents of Customer Puasty: A Moderated Mediation Model of Customer Relationship Management Quality and Brand Image". *Journal of*

Retailing and Consumer Services, Vol. 30, pp. 262-270.

- [18]. Amin, Salmiah., Ahmad, Ungku., & Hui, Lim Shu. (2013). " Factors Contributing to Customer Puasty Towards Telecommunication Service Provider". Social and Behavioral Sciences, Vol. 40, pp. 282-286.
- [19]. Rahi, Samar. (2015). "Moderating Role of Brand Image with Relation to Internet Banking and Customer Puasty: A Case of Branchless Banking". Journal of Internet Banking and Commerce, Vol. 20 (1), pp. 131-142

