

Analysis of the Influence of Marketing Strategy Towards Branding and Positioning at Kupang Public Health Center

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Submission date: 27-Jan-2021 11:24AM (UTC+0700)

Submission ID: 1495105103

File name: 12.pdf (530.87K)

Word count: 4880

Character count: 26155

Analysis of the Influence of Marketing Strategy Towards Branding and Positioning at Kupang Public Health Center Sub-Regency Jetis, Mojokerto Year 2018

1 ABSTRACT

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Not all nurses are able to carry out its The more the community capitalize on inpatient services inpatient Clinics. Meanwhile, capabilities and resources at the level of clinics such as number of physicians, dentists have still not been adequately, even a specialist very minimal amount. Facilities and means of medical lainpun is still very limited in number. This condition causes the health services inpatient clinics can not maximum. The goal of research to analyze the effect of marketing strategy effect on branding and positioning. Design research analytical quantitative approach with IE. Research variables namely marketing strategy as the independent variable. Branding and potitioning as the dependent variable. This research population were al off patient at Kupang public health center of Sub-re¹ncy Jetis, Mojokerto at October 15th – November 15th, 2018. Samples taken with the technique of simple random sampling as much as 93 respondents. Data is collected with instruments ceklist and processed in coding, editing, tabulating and scoring as well as tested with linear regression test.

Linear regression results indicate that partially and simultaneously the value of p values < 0.05 so that there were marketing strategies influence branding and potitioning. On the branding components of place does not affect the branding and price does not affect potitioning. Marketing strategy implemented by the management of clinics are able to make Mussel communities receive good service so that the community give its own assessment of the branding or for services provided by the clinic.

Keywords: Marketing mix, branding, positioning

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Received : October 12, 2019

Accepted : February 13, 2020

Published : May 12, 2020



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INTRODUCTION

The development of the corporate world both the products and services currently the more rapidly wing company shall cause the panda in the face of its competitors which is characterized by growing a wide range of products and services that diserta with new innovations. The various efforts undertaken by the company to increase sales of its products or services in satisfying customer needs (Jatmiko, 2015). This also happened at the clinic as the cutting edge of health services in the community. Clinics start makin pay close attention to the market and account for changes that occur in the environment external to health when composing his strategy. Market research is important for the health centers as a means of getting information about things that actually look for patients when they need the services of clinics, and knowing the things that make patients satisfied or not satisfied against the service given the clinic.

Market segmentation will divide the market into groups of customers who have behavioural equations or equations needs. Each group will be selected as the target market will be achieved with different marketing strategies. It is done solely for the health centers provide the best service to the customer so that the customer perception towards better public health and get the best positions and branded in the minds of customers. Segmentation analysis is therefore the well-documented desperately needed by clinics.

The improvement of the status of health care into the clinic is one of the efforts to expand access to health services especially services of care and treatment. In addition the health care is also designed to provide satellite-satellite health organizations health organizations or miniatures. The policy taken by the effected by the increase because of the visit of the public to seek treatment to clinics and hospitals (reference) receives referrals from clinics overwhelmed so that dikawatirkan will have an effect on the load health workers and the service of patients will experience a decrease (Setiawan, 2011)

The more the community capitalize on inpatient services inpatient Clinics. Meanwhile, capabilities and resources at the level of clinics such as number of physicians, dentists have still not been adequately, even a specialist very minimal amount. Facilities and means of medical lainpun is still very limited in number. This condition causes the health services inpatient clinics can not maximum. Based on the phenomenon of perceived health centers need to do re Management Setup so that the ministries more maximum eg determine marketing strategies effective and efficient as well as creating the positioning and branding distinctive in the minds of the public so that the public be satisfied in accepting services clinic. With the brand and positive potitioning would cause a positive brand image in the minds of the public so that the public can seek marketing strategy done farmed ingredients maximum and increase the number of visits of patients to receive services given clinic.

Based on preliminary data obtained by researchers about the visits of patients to Clinics Kupang obtained data on the number of visits the patient hospitalization in the year 2017 there are number of visits based on a patient's DRILL of 22%, this number decreases rather than 2016 year showing the number of DRILL as much as 37%, but a higher number of days hospitalized in the year 2016 i.e. 2.6% than the year 2017 i.e. 2.4%.

The issue of branding and positioning in the current information era supported the development of science and technology are evolving very rapidly into something very urgent, because instead of information quickly that the dissemination of information to the benefit of a marketing strategy in order that created branding and positioning in the community, can be easily accessed by other health services as competitors. This challenges me micu performance management in determining a good marketing strategy and effective to create branding and positioning as well as constantly maintained and enhanced to perform and achieve a vision clinic. The management to respond to this challenge must anticipate by increasing the ability of individuals in health centers, so that with an increase in individual then it will ease in directing management to determine a good marketing strategy and is suitable for the development of the kemanjuan clinic (Rangkuti, 2013).

The core of marketing co 44ed in the nine elements of marketing, i.e. segmenting, targetting, differentiating, positioning, marketing mix (product, price, place, promotion), selling, brand, service and process. If using the marketing approach nine elements, then the first step can be done team publicist and marketing deals with the marketing program is the analysis of market segmentation Puskemas Kupang in competing with healthcare facilities around the Sub Jetis, Mojokerto. Especially the clinic which is adjacent. Based on the explanation on the background of the above, the researcher interested in doing peneltiian entitled "analysis of the influence of marketing strategies (product, price,

people, place and promotion) effect on branding and positioning Clinic Kupang Sub-regency Jetis, Mojokerto

METHODS

Design research analytical quantitative approach with IE. Research variables namely marketing strategy as the independent variable. Branding and positioning as the dependent variable. This research population were all off patient ¹ Kupang public health center of Sub-regency Jetis, Mojokerto at October 15th – November 15th, 2018. Samples taken with the technique of simple random sampling as much as 93 respondents. Data is collected with instruments ceklist and processed in coding, editing, tabulating and scoring as well as tested with linear regression test.

RESULT

1) Partially Analysis

a. Marketing Strategy Towards Branding

Table 1 Linier regrestion analysis of partially (test t test) influence the marketing strategy towards Branding at public health centers of Kupang at January 2019 (n = 93)

| Criteria | t test value | P value |
|-----------|--------------|---------|
| Product | 13,803 | 0,000 |
| Price | 3.246 | 0,002 |
| Place | 1.501 | 0,137 |
| People | 3.318 | 0,001 |
| Promotion | 3.896 | 0,002 |

Based on the results in table 1 shows that the value of p value on components of marketing strategies (product, price, promotion, and people) is less than 0.05 so that partially independent variables or own a marketing strategy on the components of the product, price, people, and promotion of public health branding affect patients and place components do not affect the branding that is mentioned by the respondents because the value of the p value greater than 0.05 i.e. 0.137.

b. Marketing Strategy Towards Potitioning

Table 2 Linier regrestion analysis of partially (test t test) influence the marketing strategy towards Potitioning at public health centers of Kupang at January 2019 (n = 93)

| Criteria | t test Value | P value |
|-----------|--------------|---------|
| Product | 2.269 | 0.026 |
| Price | 0.836 | 0.405 |
| Place | 5.050 | 0.000 |
| People | 2.055 | 0.006 |
| Promotion | 1.528 | 0.030 |

⁸ Based on the results in table 2 shows that the value of p value on components of marketing strategies (product, people, place, and promotion) less than 0.05 so that partially independent variables or own a marketing strategy on the components of the product, people, place, and promotion affect the potitioning clinics according to the respondent and on the component price does not affect the creation of a good potitioning because the value of the p value greater than 0.05.

2) Simultaneously Analysis

a. Marketing Strategy Towards Branding

Table 3 Linier regrestion analysis of simultaneously influence the marketing strategy towards branding at public health centers of Kupang at January 2019 (n = 93)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 427.476 | 5 | 85.495 | 131.842 | .000 ^b |
| | Residual | 56.417 | 87 | .648 | | |

22 Total 483.892 92

a. Dependent Variable: Branding

b. Predictors: (Constant), Promotion, People, Price, Product, Place

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Based on the results in table 3 show that the significance of value shows the value = 0.000 which means less than 0.05 so that it can be expressed simultaneously or synchronously independent variable marketing strategies (product, price, people, place, and promotion) mempengaruhi occurrence of branding a good clinics according to respondents.

b. Marketing Strategy Towards Potitioning

Tabel 4 Linier regrestion analysis of simultaneously influence the marketing strategy towards potitioning at public health centers of Kupang at January 2019 (n = 93)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 1663.607 | 5 | 332.721 | 28.956 | .000 ^b |
| | Residual | 999.684 | 87 | 11.491 | | |
| | Total | 2663.290 | 92 | | | |

a. Dependent Variable: Potitioning

b. Predictors: (Constant), Promotion, People, Price, Product, Place

Based on the results in table 4 show that the significance of value shows the value = 0.000 which means less than 0.05 so that it can be expressed simultaneously or synchronously independent variable marketing strategies (product, price, people, place, and promotion) mempengaruhi potitioning clinic.

3) Determation Koefisien Analysis

a. Determation Koefisien Analysis Marketing Strategy Towards Branding

Tabel 5 Analysis of coefficient of determination of the influence of marketing strategy towards branding in Kupang January 2019 Clinics (n = 93)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .940 ^a | .883 | .877 | .805 | 1.648 |

Table 5 explains that the value R Square (R²) of 0.883 or 88.3% indicating the contribution of independent variables of marketing strategies (product, price, promotion, and people) while the rest was 39.4% in influence by other factors not present in the This research model. Multiple correlation coefficient is used to measure the keeratan relationship between the dependent and independent variables. Multiple correlation coefficient indicated by value (R) of 0.940 or 94%, indicating that the independent variable of the marketing strategies (product, price, promotion, and people) against the branding of clinics have close links.

b. Determation Koefisien Analysis Marketing Strategy Towards Potitioning

Tabel 6 Analysis of coefficient of determination of the influence of marketing strategy towards potitioning in Kupang January 2019 Clinics (n = 93)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .790 ^a | .625 | .603 | .390 | 1.782 |

Table 6 describes that the value R Square (R²) of 0.625 or 62.5% which indicates the contribution of independent variables of marketing strategies (product, people, place, and process) while the rest 37.5% in influence by other factors not present in the model This research. Multiple correlation coefficient is used to measure the keeratan relationship between

the dependent and independent variables. Multiple correlation coefficient indicated by value (R) of 0.790 or 79%, indicating that the independent variable of the marketing strategies (product, people, place, and process) against positioning clinics have close links.

DISCUSSION

A. Marketing strategies (product, price, people, place and promotion) in Public Health Centers of Kupang Jetis Subdistrict, Mojokerto

Characteristics of marketing strategy retrieved data nearly half of respondents said the strategy marketing strategy that included Mussel clinics good enough as much as 45 respondents (48%) and a small part of States including a good strategy as much as 20 respondents (22%). Based on the 5 components of a marketing strategy that is product, price, place and promotion people, already done by clinics with very good including health centers provide health care products are good, reasonable price, service officer the place is friendly, beautiful and strategic services and promotions delivered also on target and in line with the expectations of society towards the services they receive.

Marketing strategy according to Tjiptono (2014) is a plan that lays out the company's expectations will be the impact of various marketing programs or activities against the demand for a product or product line in specific target markets. Marketing program includes marketing actions that can affect the demand for the product, such as in the event of a price change, modify the advertising campaign, designing special promotions, determine the choice of distribution channels, and others. According to Anggreni (2011) one of the marketing strategies that can be applied in an effort to increase consumer interest and kan kepuasaat, Subscriber is through is the application of marketing mix (the marketing mix). Marketing mix (marketing mix) is a set of variable-variable marketing combined to get a response is to be expected on a target market, among these among other marketing mix of product, price, place, promotion and people.

The results of this study indicate that marketing strategy undertaken by the management of clinics Kupang Kecamatan Jetis, Mojokerto is good enough, because management applying component of the marketing strategy in order to be accepted in the community in a positive, including in terms of the product offered meets your wishes and kupang Health Center expectations such as quality service, queues are not too long and the response is quite fast. In terms of the price offered is also not much different from other health institutions and Clinics even in kupang is cheaper than the other clinics for patients who are not using the BPJS. While in terms of the place shows the location of clinics due to its strategic location the mussel is found and can use any mode of transportation, in addition to that location is located in the bustling and business lines as well as ample parking. In terms of promotion on the management has done a promotion through the installation of banners in clinics and in the service of the village such as ponkesdes or so community Polindes easy to receive such information. In terms of people on the show that officers who provide services at the clinic friendly and provide a rapid response and the patient do not distinguish between one and the other, all patients are given good service in accordance with the rules and procedures has been set. This state indicates that the management of clinics have been trying to meet the desires and needs of the community health services will be the best in the area around Kupang health centers or area of Mojokerto in Generally

B. Branding in Public Health Centers of Kupang Jetis Subdistrict, Mojokerto

Characteristics of respondents based on branding public health data obtained by most of the respondents said health centers already had a good brand in the eyes of the community as much as 57 respondents (61%). Based on cross-tabulations between marketing strategy and branding clinics showed that on a pretty good marketing strategy then the branding of clinics will be getting better as much as 32 respondents (71.1%) and on the health strategy of the less good then branding of clinics will be much less well standing as much as 15 respondents (53.6%). Based on the value of the P value obtained data 0.021 so p value 0.05 < then there are relationships between the marketing strategy with branding clinic.

Understanding the brand (brand), a position that has sangat important in purchasing decisions and facilitate consumers in identifying the product or service in the consumer recognition level. American Marketing Association defines a brand as a "name, term, sign, symbol or design, or a

combination, which was intended to identify the goods or services of one seller or group of sellers and their mendeferensiasikan of competitors (Kotler, 2012). The marketing concept as a business strategy that is capable of performing the action adjustment against the constantly changing environmental conditions with the goal of keeping the company can overcome the competition, preventing a drop in market share and stave off bankruptcy. Brand dinyakini has a role and a very great power in influencing the purchase decision of the people in the product or service (Jatmiko, 2015).

The results of this research show that a marketing strategy that is shown by the management of clinics are already able to make society accept good service so that the community provide a separate assessment for branding or services provided by health centers such as mussel communities stated that they seek to suggest a family or neighbors to seek treatment or check into the clinics upang so quickly recover, and be proud of the existence of a clinic in kupang near them so they don't have to go far to acquire a prime healthcare

C. Potitioning Public Health Centers of Kupang Jetis Subdistrict, Mojokerto

Characteristics of respondents based on data obtained by the clinic potitioning most respondents stated that the clinics are already considered as a place of good service in the eyes of the community as much as 74 respondents (80%)

Based on cross-tabulations between marketing strategy and branding clinics showed that on a pretty good marketing strategy then potitioning then will the better as much as 42 respondents (93.3%) and on the health strategy of the less good then potitioning health centers would be much less well stating as much as 13 respondents (46.4%). Based on the value of the P value obtained data 0.002 p value so there are $0.05 <$ relationship between marketing strategy with potitioning clinic.

The results of this study indicate that the mussel clinics potitioning quite well in the public perception of the subdistrict jetis, or patients who visited the clinic. See the magnitude of the impact and the role of the health service in public life. The management is good and the quality of health service meant a place to stay has a strong essence as a community access in obtaining quality health care services as well as contribute positively to other sectors in the human life. The management of health care facilities have a strong concept and in accordance with the vision and mission of the establishment of such facilities so that the proper position would be created in the minds of the public. The exact position can be a strong identity, which can be an asset the sustainability of the health care facility itself. The creation of a strong position in the minds or persespi communities can be supported by creating the concept of differentiation (criterion) provided by the management of health care facilities Manager. Differentiation provided by health centers include facilities, spacious and adequate parking, venue or waiting room nyama, appearance of clinics and clean toilet as well as other support facilities are quite good impression itself and become a differentiator in a persespi community with other health services.

D. Influence marketing strategy towards branding Public Health Centers of Kupang Jetis Subdistrict, Mojokerto

Based on the results in partial indicates that the value of the p value on components of marketing strategies (product, price, promotion, and people) is less than 0.05 so that partially independent variables or own a marketing strategy on the components of the product, price, browse, and promotion) affects the health of patients and branding components of place does not affect the branding that is mentioned by the respondents because the value of the p value greater than 0.05 i.e. 0.137. While on the results show the value of simultaneous significance = 0.000 which means less than 0.05 so that it can be expressed simultaneously or synchronously independent variable marketing strategies (product, price, people, place, and promotion) mempengaruhi occurrence of branding a good clinics according to respondents

The result value of the R Square (R²) of 0.883 or 88.3% indicating the contribution of independent variables of marketing strategies (product, price, promotion, and people) while the rest was 39.4% in influence other factors that do not exist in this research model. Multiple correlation coefficient is used to measure the keeratan relationship between the dependent and independent variables. Multiple correlation coefficient indicated by value (R) of 0.940 or 94%, indicating that

the independent variable of the marketing strategies (product, price, promotion, and people) against the branding of clinics have close links.

Marketing strategy is the set principle of which is right and proper, consistent, conducted by the company in order to reach the intended target market (target market) in the long term and the company's long term goal (objective), in situations a particular competition. In this marketing strategy, there is a reference for strategy/marketing mix (the marketing mix), which sets out the composition of the best of the four components of the marketing variables, or to be able to reach the intended target market while simultaneously achieving goals and objectives the company (Assauri, 2013). According to Kotler (2012) the marketing mix (the marketing mix) is a collection of tactical marketing tools controlled combined company to produce the response it wants in the target market. According to Boor and Bitner there are 7 elements in the marketing mix at service companies better known with the 7P's (product, price, place, promotion, people, physical evidence, and process)

The results of this study indicate the existence of a good marketing strategy and appropriate then it can affect consumer persepsi about disamapikan by brand marketers in this case management Health Center strives to provide products that match the the wishes of the community as a good and quality service, comfortable waiting room, the response time is fast and beautiful environment into strategies used by clinics to attract consumer interest do health checks and can also be the value of its own in the minds of consumers about the service.

E. The influence of marketing strategies towards positioning Public Health Centers of Kupang Jetis Subdistrict, Mojokerto

Based on the results in partial indicates that the value of the p value on components of marketing strategies (product, people, place, and promotion) less than 0.05 so that partially independent variables or own a marketing strategy on the components of the product, people, place, and promotion affect the potitioning clinics according to the respondent and on the component price does not affect the creation of a good potitioning because the value of the p value greater than 0.05. Based on the results of the simultaneous significance value shows that show the value = 0.000 which means less than 0.05 so that it can be expressed simultaneously or synchronously independent variable marketing strategies (product, price, people, place, and promotion) mempengaruhi potitioning clinic. The value of R Square (R²) of 0.625 or 62.5% which indicates the contribution of independent variables of marketing strategies (product, people, place, and process) while the rest 37.5% in influence by other factors that do not exist in this research model. Multiple correlation coefficient is used to measure the keeratan relationship between the dependent and independent variables. Multiple correlation coefficient indicated by value (R) of 0.790 or 79%, indicating that the independent variable of the marketing strategies (product, people, place, and process) against potitioning clinics have close links.

Positioning is the Act of designing deals and corporate image in order to get a special place in the minds of the target market. The goal is to place the brand in the minds of consumers to maximize the potential benefits for the company. The positioning of the brand (brand positioning) which either help guide marketing strategies by way of clarifying the essence of the brand, the purpose of what can be achieved with the help of customers of the brand, and how to run it is uniquely (Jatmiko, 2015).

The result of this research shows that marketing strategy undertaken by the management of clinics Kupang Sub-regency jetis, Mojokerto can attract the interest of consumers to come in and do the repeated visits as well as those voluntarily willing menceritakan or provide information on neighbor or relative in order for conduct health screening Clinics in Kupang for the given services is included in the service excellence and quality in addition to that response officers also had enough good and fast, as well as a comfortable waiting room patient so that the patient gives a good position in the minds of their impact on the services provided by Clinics Kupang

CONCLUSION

1. Marketing strategy done at Public Health Centers of Kupang Jetis Subdistrict, Mojokerto almost half of respondents said includes a pretty good marketing strategy as much as 45 respondents (48%)

2. Branding Public Health Centers of Kupang Jetis Subdistrict, Mojokerto retrieved data most of the respondents said health centers already had a good brand in the eyes of the community as much as 57 respondents (61%).
3. Potitioning Public Health Centers of Kupang Jetis Subdistrict, Mojokerto obtained data most respondents stated that the clinics are already considered as a place of good service in the eyes of the community as much as 74 respondents (80%)
4. Based on the results in partial indicates that the value of the p value on components of marketing strategies (product, price, promotion, and people) is less than 0.05 so that partially independent variables or own a marketing strategy on the components of the product, price, browse, and promotion) affects the health of patients and branding components place does not affect the branding that is mentioned by the respondents because the value of the p value greater than 0.05 i.e. 0.137. While on the results show the value of simultaneous significance = 0.000 which means less than 0.05 so that it can be expressed simultaneously or synchronously independent variable marketing strategies (product, price, people, place, and promotion) mempengaruhi occurrence of branding a good clinics according to respondents
5. Based on the results in partial indicates that the value of the p value on components of marketing strategies (product, people, place, and promotion) less than 0.05 so that partially independent variables or own a marketing strategy on the components of the product, people, place, and promotion affect the potitioning clinics according to the respondent and on the component price does not affect the creation of a good potitioning because the value of the p value greater than 0.05. Based on the results of the simultaneous significance value shows that show the value = 0.000 which means less than 0.05 so that it can be expressed simultaneously or synchronously independent variable marketing strategies (product, price, people, place, and promotion) mempengaruhi potitioning clinics.

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