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BUSINESS SUSTAINABILITY IN FOOD AND BEVERAGE PROCESSING INDUSTRY THROUGH INNOVATION IN MAROS REGENCY, INDONESIA

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Abstract

Research to analyze the influence of creativity and innovation of business actors on the sustainability of food and beverage processing business actors. The research aims to analyze the influence of creativity on business continuity through food and beverage processing business actors in Maros Regency. This research is quantitative research with the explanatory method. The population in the food and beverage processing industry in Regency is 476. This study uses the Slovin formula so that the number of samples is 217 units or business actors in the food and beverage processing industry—data collection techniques through questionnaires with data analysis techniques using structural equation model analysis. The results of the study show that innovation has a significant impact on business actors. This indicates that the higher the level of creation, the more significant the increase in food and beverage processing business actors in Maros Regency. The innovations they have can have a tangible impact on increasing the sustainability of the food and beverage processing business in Maros Regency. The results of this study indicate that the influence of business actors has significantly increased the sustainability of the food and beverage processing business and increased the regional economy. Business actors can create creativity for the sustainability of food and beverage processing businesses in Maros Regency

Keywords: Creativity, Innovation, Business Actor, Business Sustainability

关键词:

I. INTRODUCTION

The food and beverage processing industry are one of the mainstay manufacturing sectors in making a major contribution to national economic growth [1]. Its performance

achievements so far have been consistently positive, starting from its role in increasing productivity, investment, and exports to employment [2]. The Government of the Republic of Indonesia through the Ministry of

Trade revealed that there are 6 reasons why the creative economy needs to be developed; (1) the creative economy contributes to gross domestic income to create jobs, and increase exports, (2) the creative economy has a social impact namely, it can improve the quality of life and increase social tolerance [3], (3) the creative economy encourages innovation and creativity, which can stimulate ideas and ideas, as well as value creation, (4) with a creative economy, renewable resources, namely knowledge and creativity-based, green community, (5) creative economy, can create a business climate because it can create business fields, have an impact on other sectors, and can expand the marketing network, (6) with the creative economy can improve the image and cultural identity, namely through increasing tourism, developing national icons, building culture, cultural heritage, maintaining and developing local values.

The Ministry of Industry noted that throughout 2019, the food and beverage industry was able to grow by 7.91 percent or exceed the national economic growth of 5.17 percent. The production growth of large and medium manufacturing industries in the fourth quarter of 2019 increased by 3.90 percent (y-on-y) compared to the fourth quarter of 2019, one of which was caused by the increase in beverage industry production which reached 23.44 percent. Micro, Small, and Medium Enterprises (MSMEs) have long been understood to have a significant role in the economic development of a country [4]. The existence of MSMEs is believed to be able to contribute to poverty alleviation efforts through job creation [5]. The government currently provides capital credit for export-oriented SMEs or is involved in export-supporting activities. With an interest rate that is lower than the general commercial interest rate [6]. Through the development of the creative economy in each sector, the benefits that can be obtained; (a) empowering local raw materials and not having to import, (b) resources becoming renewable, (c) encouraging a creative climate for each sector, (d) creating equity, both income and business opportunities, (e) ensuring business continuity, (f) create employment and business opportunities so that Indonesian workers do not have to look for work abroad.

Maros Regency's economic growth in 2019 was 6.19 percent. During 2015-2019 the economy of Maros Regency experienced an average growth of 7.134 percent per year. The transportation and warehousing sector are a sector that has a dominant role in the economic structure of Maros Regency. In 2019, the

contribution of the transportation and warehousing sector to the total GRDP of Maros Regency was 41.50 percent, followed by the manufacturing sector at 17.09 percent and the agriculture sector at 15.22 percent, and other sectors. The food and beverage processing industry sector in Maros Regency, which is one of the strategic industries in the economy after the transportation sector and is one of the important commodities that has always been the prima donna in trade because its market share never ends, so it is necessary to pay attention to its business continuity [7]. However, in reality, over 4 years (2015-2019), the contribution of the processing industry to gross regional domestic product tends to decrease quite drastically from 20.52% to 19.73%, then 18.16%, and in 2018 it increased to 18.36% (0.20%).

The phenomenon of the sustainability of the food and beverage processing business can be seen from the perspective of its development experiencing slow development and tends to decline, thus affecting its contribution to the GRDP of Maros Regency, South Sulawesi province, and even to the national level. The low performance of the food and beverage processing industry is an indication that this business is not accompanied by efforts to maintain business continuity and increase competitive advantage [8]. The focus of the research is the food and beverage processing industry in Maros Regency which refers to the Central Bureau of Statistics of Maros Regency. These economic activities change a basic good mechanically, chemically, or by hand so that it becomes a finished/semi-finished good, or goods of less value into goods of higher value [9]. It is closer to the end-user and is registered with the Department of Industry and Trade, and the Department of Cooperatives, SMEs, and Trade of Maros Regency.

The following presents a framework from his study that explains the relationship between innovation capability and sustainable competitive advantage, as shown in Figure 1, below:

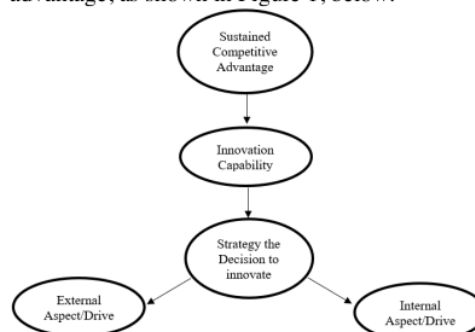


Figure 1. Strategy and its alignment with innovation capability and sustained competitive advantages

II. RESEARCH METHOD

The research design used is explanatory research; explanatory research is research that aims to analyze the relationship between one variable and another. Explanatory research is explanatory research that highlights causal relationships between research variables and tests hypotheses that have been formulated previously [10]. Testing research hypotheses about the effect of creativity and innovation on business continuity, and food and beverage processing in Maros Regency.

The research population or the unit of analysis selected is the food and beverage processing industry that provides food and beverages equipped with equipment and supplies for the manufacturing, storage, or presentation processes. The criteria for the food and beverage processing industry are registered with the Maros Regency Industry and Trade Office, Maros Regency Cooperatives, and SMEs office. The research population is 476 units of the food and beverage processing industry based on the data obtained, from the Department of Industry of Maros Regency, the Department of Trade Cooperatives, and SMEs of Maros Regency.

The research sample is the owner of the food and beverage processing industry whose place of business is permanent, producing food and beverage products through the production process. The samples taken are food and beverage producers who have been operating for at least 2 years. The number of samples determined based on the representation of the population by the sample in the study is an important condition for generalization [11]. The sample size is 5 - 10 times the number of indicator variables of all latent variables. The number of indicators for each latent variable is 7 with a total of 4 construct or latent variables so the number of indicators or manifest variables is at least 40 items. In this study, the minimum number of samples used was 270 to 476 respondents.

Using a structural equation model if the sample size is too large, the model becomes very sensitive, making it difficult to get a good fit. The minimum sample size is 270 respondents to 476 respondents. In addition to the calculation methods mentioned above, in this study, the Slovin formula can also be used with the following formula.

$$n = \frac{N}{1+N(e)^2}$$

Wherein:

n = total of samples

N = total population

e = the amount of error that can be tolerated, in this study was determined at 0.05 or 5% with a 95% confidence level.

The total of research samples can be calculated as follows:

$$n = \frac{476}{1+476(0,05)^2}$$

$$n = \frac{476}{1+476(0,0025)}$$

$$n = \frac{476}{1+0,8525}$$

$$n = \frac{476}{2,19}$$

$$n = 217.351 \text{ or } 217 \text{ units of the food and beverage processing industry.}$$

217 units of the food and beverage processing industry as described in this study as the unit of analysis. While the observation unit or research respondents have produced food or beverages through the production process and have been operating for at least 2 years until this research takes place, and are registered with the Department of Industry, Cooperatives, SMEs, and Trade in Maros Regency. The distribution of respondents/samples is carried out proportionally random sampling for each food and beverage processing industry in Maros Regency which can be seen in table 3 as follows:

Table 1.
Total of respondents for each unit of analysis

Sub-district	Business owner	Observation unit
Lau	37	8
Bantimurung	19	11
Mandai	70	25
Turikale	74	41
Marusu	36	20
Bontoa	47	24
Simbang	28	7
Camba	32	5
Cenrana	9	7
Mallawa	17	5
Tanralili	18	7
Tompobulu	6	8
Moncongloe	35	9
Maros Baru	48	40
Total	476 units	184 respondents

The structural equation model (SEM) with the lisrel 8.80 programs was used to measure

latent variables, namely: creativity, innovation, business actors, and business continuity. The structural equation model consists of, namely: measurement equations and structural equations. The structural equation shows the form of the relationship between exogenous and endogenous latent variables. While the measurement equation shows the form of the relationship between the exogenous (endogenous) latent variable and the observation variable.

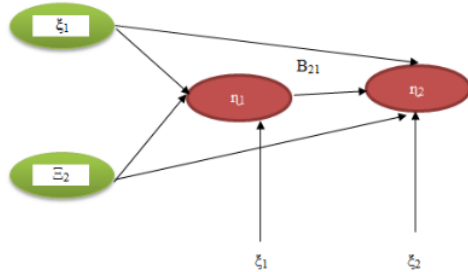


Figure 2. Full model pathway diagram

The general equations in the mathematical model are as follows:

Equation of endogenous constructs: $Y = \lambda_y \eta + \varepsilon$

Equation of exogenous constructs: $X = \lambda_x \eta + \delta$

Structural model equation: $\eta = \gamma \zeta + \beta \eta + \zeta$

The relationship between latent variables can be explained as follows:

a. Direct influence:

- 1) Influence of creativity (ξ_1) to business continuity (η_2).
- 2) Influence of innovation (ξ_2) to business continuity (η_2).
- 3) The influence of business actors (η_1) to business continuity (η_2).
- 4) Influence of creativity (ξ_1) to business actors (η_1).
- 5) Influence of innovation (ξ_2) to business actors (η_1).
- 6) Influence of creativity (ξ_1) and innovation (ξ_2) to business actors (η_1).

b. Indirect influence:

- 1) The influence of creativity (ξ_1) and innovation (ξ_2) on business continuity (η_2) through business actors (η_1)

III. RESULTS AND DISCUSSION

A. Description of respondents

In facilitating the research, the characteristics of the respondents are carried out to determine the identity of the respondents or business actors who can be divided into 7 groups, which are categorized based on age, educational background, length of business, gender, reasons for being involved in the processing industry business, business ownership and involvement in

the business. In more detail, the characteristics of the respondent's identity are described as follows:

Table 2.
Respondent data by age

Age	Respondents	
	Person	%
25 - 29 years	17	7.8
30 - 34 years	38	17.5
35 - 39 years	78	35.9
40 - 45 years	59	27.2
> 46 years	25	11.5
Total	217	100.0

Source: Author's findings, 2021.

Table 3.
Respondent data based on educational background

Educational background	Respondents	
	Person	%
Senior high school	15	6.9
Diploma	49	22.6
Bachelor	153	70.5
Total	217	100.0

Source: Author's findings, 2021.

Table 4.
Respondent data based on length of business

Length of business	Respondents	
	Person	%
< 3 years	12	5.5
3,1 - 5 years	53	24.2
> 5 years	152	70.0
Total	217	100.0

Source: Author's findings, 2021.

Table 5.
Respondent data by gender

Gender	Respondents	
	Person	%
Male	124	57.1
Female	93	42.9
Total	217	100.0

Source: Author's findings, 2021.

Table 6.
Reasons for being involved in the food and beverage processing industry

Reasons to get involved	Respondents
-------------------------	-------------

in the business	Person	%
Resource potential	83	38,2
Market players	121	55.8
Economic pressure	13	6.0
Total	217	100.0

Source: Author's findings, 2021.

Table 7.
Data on respondents in business involvement

Involvement in business	Respondents	
	Person	%
Leader	86	39.6
Permanent employees	8	3.7
Total	217	100.0

Source: Author's findings, 2021.

B. Reliability test

The reliability test of the questionnaire aims to determine the consistency of the degree of dependence and stability of the measuring instrument that a research instrument is said to be reliable, if it gives Cronbach's alpha value > 0.60 [12]. The reliability test results were carried out using the SPSS version 23 statistical program. The results of the reliability test of the variables studied can be seen in the following table:

Table 8.
Reliability test results

Variable	Item code	Cronbach's alpha	Cronbach's alpha standard	Description
Creativity	X ₁	0.824	0.60	Reliable
Innovation	X ₂	0.921	0.60	Reliable
Businessmen	X ₃	0.839	0.60	Reliable
Business continuity	Z	0.903	0.60	Reliable

Source: Author's findings, 2021.

The test results presented in the table above show the value of construct reliability for each variable. Creativity, innovation, business actors, and business continuity are greater than 0.60, so it can be concluded that the measuring instrument for each variable is reliable or trustworthy.

Table 9.
Model testing based on goodness of fit index

Goodness of fit index	Cut of value	Results	Conclusion
χ^2 Chi	15.507	34.103	Unwell

square			
Significant probability	> 0.05	0.000	Unwell
DF	> 0	8	Fit
GFI	≥ 0.90	0.950	Fit
AGFI	≥ 0.90	0.869	Good fit
CFI	≥ 0.95	0.983	Fit
NFI	≥ 0.95	0.977	Fit
RMSEA	≤ 0.08	0.123	Unwell

Source: Author's findings, 2021.

C. Analysis of research hypothesis testing

Analysis of hypothesis testing which aims to examine the effect of creativity and innovation on business continuity of business actors in food and beverage processing industry companies in Maros Regency. To test the research hypothesis, it was done using the Lisrel 8.80 application, before testing the research hypothesis, the overall test of the model was presented which can be seen through the picture, namely:

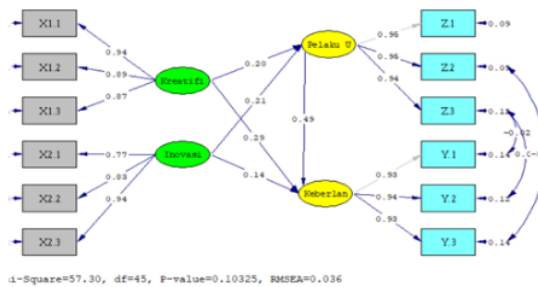


Figure 3. Overall model in hypothesis testing

Table 10.
The goodness of fit overall model in hypothesis testing

Goodness of fit index	Cut of value	Result	Conclusion
χ^2 Chi square	61.656	57.301	Good fit
Significant probability	> 0.05	0.103	Unwell
DF	> 0	45	Good fit
GFI	≥ 0.90	0.958	Good fit
AGFI	≥ 0.90	0.927	Good fit
CFI	≥ 0.95	0.995	Good fit
NFI	≥ 0.95	0.979	Good fit
RMSEA	≤ 0.08	0.0356	Good fit

Source: Author's findings, 2021.

D. Discussion

1) The influence of creativity on business actors

Based on the results of testing the research hypothesis, namely the influence of creativity on business actors in food and beverage processing in Maros Regency where the coefficient value is 0.201, this shows that every increase in respondents' responses regarding creativity will increase business actors in food and beverage processing in Maros Regency by 0.201. Then seen from the value of t count = $2.893 > 1.96$, this shows that creativity has a positive and significant influence on food and beverage processing business actors in Maros Regency. It can be said that creativity has a significant influence on increasing food and beverage processing business actors in Maros Regency. Thus this study accepts the research hypothesis that has been stated previously.

The results of data analysis in research through SEM analysis with Lisrel 8.80, obtained a path coefficient value of 0.286, which means that every increase in respondents' responses with creativity can be followed by an increase in business continuity in food and beverage processing in Maros Regency of 0.286. The results of data analysis in this study obtained the value of t count = 4.790 which is greater than 1.96. This indicates that creativity has a positive and significant influence on the sustainability of food and beverage processing businesses in Maros Regency where the greater the creativity possessed by an entrepreneur, the greater the creativity can be followed by an increase in business continuity in food and beverage processing in Maros Regency.

2) The effect of innovation on business actors

Based on the results of testing the research hypothesis regarding the effect of innovation on food and beverage processing business actors in Maros Regency, where the path coefficient value is 0.215. This means that every increase in responses regarding innovation will be followed by food and beverage processing business actors in Maros Regency by 0.215. The more innovation of the type of business being carried out, it is followed by an increase in food and beverage processing business actors in Maros Regency. Then with the value of t arithmetic = 3.057 which is greater than 1.96, it shows that there is a positive and significant influence of innovation on food and beverage processing business actors in Maros Regency. Innovation has a significant influence on increasing food and beverage

processing business actors in Maros Regency so that the hypothesis in this study can be accepted.

Testing the hypothesis regarding the effect of innovation on the sustainability of the food and beverage processing business in Maros Regency, using lisrel 8.80, obtained a coefficient value of 0.137. Where it can be interpreted that every increase in respondents' responses to innovation can be followed by an increase in the sustainability of food and beverage processing businesses in Maros Regency by 0.137. Then from the results of data processing using lisrel 8.80, the t -statistical value = 2.311, where the statistical value of 2.311 is greater than 1.96. This indicates that innovation has a positive and significant effect on the sustainability of the food and beverage processing business in the Maros Regency, which means that innovation, has a significant influence on improving business continuity in food and beverage processing in the Maros Regency. Thus from this research hypothesis can be accepted or proven [14].

3) The influence of business actors on business continuity

Testing the research hypothesis regarding the influence of business actors on the sustainability of food and beverage processing businesses in Maros Regency, where the path coefficient value is 0.491. Where it can be interpreted that each increase in respondents' responses regarding business actors is followed by an increase in the sustainability of food and beverage processing businesses in Maros Regency by 0.491. Then the value of t count = 8.147, which is obtained by lisrel data processing 8.80, where with a t count value of $8.147 > 1.96$, this indicates that business actors have a positive and significant influence on business continuity in food and beverage processing in Maros Regency. This finding can be said that business actors can have a real influence on improving the sustainability of food and beverage processing businesses in Maros Regency. Thus, the research hypothesis that has been stated previously is proven.

Based on the results of data processing regarding the effect of creativity on business continuity through the behavior of food and beverage processing businesses in Maros Regency, the direct effect is 28.60 percent while the indirect effect is 9.90 percent. Thus, the total effect is 38.50 percent. Then through mediation testing using lisrel 8.80, the t -statistic value of 5,641 was obtained. Based on the statistical t -test of $5,641 > 1.96$, the findings of this study conclude that business behavior can mediate the influence of creativity on the sustainability of

food and beverage processing businesses in Maros Regency. This indicates that creativity can influence business actors so that they have an impact on the sustainability of food and beverage processing businesses in Maros Regency [13]. Thus this study accepts the hypothesis that has been stated previously.

The results of the mediation test using Lisrel 8.80, the direct effect of innovation on business continuity through food and beverage processing business actors in Maros Regency is 13.70 percent while the indirect effect is 10.50 percent. So that the total effect is 24.20 percent. Then the value of the t count is 3.607. The calculated value is $3.607 > 1.96$ which can be concluded that business actors can mediate the influence of innovation on the sustainability of food and beverage processing businesses in Maros Regency. So it can be indicated that innovation can have a real influence on increasing business actors so that it has an impact on the sustainability of the food and beverage processing business in Maros Regency. Thus the hypothesis in this study is proven.

IV. CONCLUSION

The influence of creativity on food and beverage processing business actors shows that creativity can have a tangible impact on business actors. These findings indicate that the higher the creativity, the more significant it will be in increasing food and beverage processing business actors in Maros Regency. The Effect of Innovation on food and beverage processing business actors, where in this study it can be proven that innovation has a real impact on business actors. This indicates that the higher the innovation, the real can be followed by an increase in food and beverage processing business actors in Maros Regency. The influence of creativity on the sustainability of the food and beverage processing business, these findings indicate that creativity has a real influence in increasing the sustainability of the food and beverage processing business. This indicates that the higher the creativity, the greater the sustainability of the food and beverage processing business in Maros Regency.

Innovation on the sustainability of the food and beverage processing business, these findings indicate that innovation can have a real impact in increasing the sustainability of the food and beverage processing business. This indicates that the greater the innovation that is owned, the more it can have a real influence in increasing the sustainability of the food and beverage

processing business in Maros Regency. The influence of business actors on the sustainability of the food and beverage processing business indicates that business actors have a real influence in increasing the sustainability of the food and beverage processing business. This can be indicated that the better the business actors, the better the sustainability of the food and beverage processing business in Maros Regency.

The effect of creativity on business continuity through food and beverage processing business actors, which in this study shows that business actors can mediate the influence of creativity on the sustainability of food and beverage processing businesses in Maros Regency. The effect of innovation in the findings of this study can be said that business actors can mediate the effect of innovation on business continuity. It can be said that the higher the innovation, the more significant it will be in increasing business actors so that it can have an impact on the sustainability of the Food and Beverage processing business in Maros Regency. It is suggested to food and beverage processing businesses in Maros Regency be able to increase opportunities in expanding the network rapidly by creating a variety of types of food by utilizing tools and technology effectively and efficiently in processing food and beverages.

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