

The Role Of Product Innovation in Surabaya Gold Shops

Phat Tien Pharma¹
Can Tho University

Boris Popeskoc²
Tomas Bata University in Zlin

Abstract

The purpose of this study is to characterize how product and service innovation affects merchants' enterprises in Surabaya Gold Shops in terms of success. August 2022 to October 2022, or three (three) months, were dedicated to conducting this research. Non-probability sampling was utilized in this study. A total of 45 (forty-five) traders from Surabaya Gold Shops were the research participants. A questionnaire is the tool used to gather information about company success factors, product and service innovation, and innovation. Validity tests, reliability tests, descriptive analyses, normality tests, multiple linear regression analyses, partial hypothesis tests, t tests, and coefficient of determination computations are the data analysis techniques that are employed. The outcomes of the descriptive analysis fall into the "very good" category for the company success, product, and service innovation variables. Partial investigation indicates that product and service innovation significantly and favorably contributes to the prosperity of traders' enterprises in Surabaya Gold Shops. According to a concurrent study of product and service innovation, it significantly and favorably influences the prosperity of traders' enterprises in Surabaya Gold Shops.

Keywords: Product Innovation, Service Innovation, Business Achievement

Introduction

One of Indonesia's largest cities is Surabaya City. Many MSMEs can be found in the city of Surabaya, with locations at many key intersections. Their offerings range from food and apparel to toys, souvenirs, and accessories. Nowadays, with so few jobs available, a lot of people are being urged to launch their own businesses. Additionally, with the backing of the mayor of Surabaya, who is in favor of the presence of larger MSMEs in the city, both the unemployment rate and the standard of tourism in Surabaya can be lowered.

It's not easy to become an entrepreneur or businessman. An entrepreneur must possess the "knowhow" to innovate, create something new, put together and manage a business so that it grows, and discover new markets for products currently on the market (Hisrich, 2011). Success in business is undoubtedly not solely dependent on financial resources; it also requires the ability to run the company profitably and consistently. An entrepreneur needs to be very innovative and creative to win the competition. Particularly in the creative sector, service and product innovation are marketed as ways to boost economic performance.

Many entrepreneurs still operate today without offering novel products or services. Regarding the service itself, a lot of merchants continue to communicate poorly with clients and show less friendliness. In addition, there is a deficiency in product innovation due to the limited number of available product models and the limited innovation in new flavors given by food traders (Victor & Viviana, 2022).

In order to keep our customers happy and engaged, we must continue to innovate our products and services. Only then will we be able to grow the business. Since innovation is essential to thriving in a cutthroat corporate environment, read Rainy Dwi Santy and Arjuna Rizaldi (2016). For business people, this can be a fantastic way to confront the competition with ever-evolving developments year after year. In order to boost their superiority with service innovation and product innovation in the products they

manufacture, traders should be able to make good efforts to remain competitive with traders in other sectors (Victor, 2021).

The author is interested in carrying out research under the heading "Analysis of the Influence of Service Innovation and Product Innovation on the Success of Merchant Businesses in Surabaya Gold Shops" in light of the background information.

Methods

The method used in this research is a quantitative method. The population and sample in this study were ASN employees at the Central Java Province Archives Service, while the sample taken was 41 respondents. Meanwhile, the method for collecting data is by distributing questionnaires to respondents who are all ASNs in the Central Java Province Archives Service. Using a Likert scale, using a saturated sampling technique. The variables in this research are leadership style (X1), work ethic (X2) and performance (Y). The data analysis used by researchers to process the data in this research is using Smart PLS software version 3.0.

Results and Discussion

1. Research Type

In light of the study's goals, specifically The research methodology employed in this study is associative/quantitative, meaning that the goal is to ascertain the link between two or more variables. This study will contribute to the development of a theory that controls, predicts, and explains a symptom (Rusiadi, 2013:14).

2. Study Sample and Population

A population is a category for generalization that includes things or subjects chosen by researchers to be investigated and from which inferences are subsequently made because they possess particular attributes and traits (Sugiyono, 2009:36). As to Riduwan (2013), a sample is a subset of the population that is used as a source of data and has the potential to represent the full population. Accurate calculation of the sample is necessary to produce a sample that accurately depicts the population. 45 vendors in Surabaya Gold Shops served as the study's population and sample.

3. Technique for Gathering Data

A questionnaire is the tool employed in this study to collect data. A questionnaire is a tool used to collect data in which participants are given a list of questions to complete.

4. Method of Data Analysis

Because there are several independent variables in this study, multiple regression analysis is the data analysis technique employed. A test method to ascertain the degree to which the independent variable influences the dependent variable is multiple regression analysis. The following is a possible formulation for the multiple regression analysis equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y = Business Success (Dependent Variable)

α = Constant

β = Multiple Regression Coefficient (Multiple Regression)

X1 = Service Innovation (Independent Variable)

X2 = Product Innovation (Independent Variable) ϵ = Error term/Error rate

5. Data Testing

Data testing was carried out through Classical Assumption testing, namely: 1) Normality Test 2)

Multicollinearity Test 3) Heteroscedasticity Test.

6. Hypothesis Testing

Hypothesis testing is useful for checking or testing whether the regression coefficient obtained is significant. There are three types of regression coefficients that can be carried out, namely the determination test, F test and t test. 1) Coefficient of Determination Test 2) F Test (Simultaneous Significance Test) 3) T test (partial).

Descriptive Analysis

Descriptive analysis was carried out to find out what frequency and percentage values were obtained from each alternative answer given by each respondent in the research questionnaire. Description of the answer assessment scores for each variable in this study is as follows:

Validity test

According to (Sugiyono, 2009), items that have a positive correlation with the total score and the highest correlation indicate that the item can be considered valid if $r = 0.3610$ so that if the correlation between items and the total item score is less than 0.3610 then the instrument item is declared invalid. valid. The results of the validity test of the Service Innovation variable (X1), the Product Innovation variable (X2), and the Business Success variable (Y) calculated r value $> r$ table (0.3610) in table 1. So all statements are valid, and can be used in research .

Table 1 Validity test results for the Service Innovation variable, Product Innovation variable on the business success variable

No	Product Innovation		Product Innovation		Business Achievement	
	rcount	Result	rcount	Result	Rcount	Result
1.	0,662	Valid	0,659	Valid	0,861	Valid
2.	0,619	Valid	0,695	Valid	0,648	Valid
3.	0,629	Valid	0,635	Valid	0,883	Valid
4.	0,629	Valid	0,675	Valid	0,781	Valid
5.	0,570	Valid	0,674	Valid	0,735	Valid
6.	0,703	Valid				
7.	0,732	Valid				

Source: Data processed from research sources, 2022

Reliability Test

Reliability testing is a tool for measuring a questionnaire that has indicators from variables. According to (Sugiyono, 2009:187), a reliability test is the extent to which measurement results using the same object will produce the same data. For the reliability test used, the Cronbach Alpha coefficient formula is used. If r count $> r$ table, then the instrument is said to be reliable, conversely if r count $< r$ table, then the instrument is said to be unreliable.

Table 2. Reliability test results for the Service Innovation variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.772	7

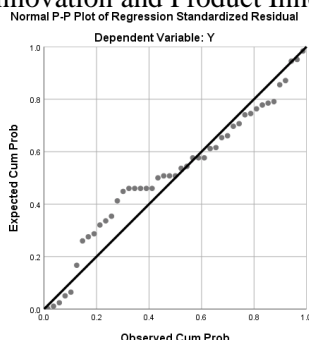
Source: Processed from primary data research results, 2022

From table 2 above, the coefficient results show that the Cronbach Alpha value states that the questionnaire is reliable because it has a value of $0.772 \geq 0.60$ and based on the Cronbach Alpha reliability level, the Cronbach Alpha value is between $\geq 0.81 - 1.00$. So it can be concluded that the independent variables tested in this study have high reliability with a reliable level of reliability.

Normality test

The basis for decision making, if the significance value is greater than 0.05, then the data is normally distributed. Conversely, if the significance is less than 0.05 then the residual value is not normally distributed.

Table 3 Normality Test Normal normality test P – P Plot of Regression Standardized Residual Variable Service Innovation and Product Innovation on business success



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		45
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.58642673
Most Extreme Differences	Absolute	.158
	Positive	.093
	Negative	-.158
Test Statistic		.158
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed from research sources, 2022

From table 3. Based on the results of the normal P – P Plot of Regression Standardized Residual normality test, in general the data (points) are spread around the diagonal line and follow the direction of the line. So the data can be concluded to be normally distributed, so that the regression model is suitable for use to predict the dependent variable based on the input of the independent variables.

Linear and Multiple Regression Analysis Test

Table 4. Multiple Linear Regression Analysis Equations for the Influence of Service Innovation Variables and Product Innovation Variables on Business Success Variables

		Linear and Multiple Regression Analysis Test
A	9,375	Y = 9,375+0,641.X1 + 0,523.X2
b1	0,641	
b2	0,523	

Based on table 4, it can be seen that the constant value of 9.375 indicates that if the value of X1 = 0, X2 = 0, then the value of Y is 9.375. With a regression coefficient (positive sign) and has a significant influence on the business success (Y) of culinary traders in Surabaya Gold Shops.

Partial hypothesis test or t test

The results of the partial hypothesis test or t test for the influence of individual service innovation and product innovation variables on business success are as follows:

Table 5 Results of Partial Hypothesis Testing or t Test for the Influence of Service Innovation and Product Innovation Variables on Business Success

Coefficients^a

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1	(Constant)	9.375	3.161	2.965	.005
	X1	.641	.100	.567	.000
	X2	.523	.101	.457	.000

a. Dependent Variable: Y

Source: Data processed from research sources, 2022

Based on table 5, the results of the partial hypothesis test or t test for the t calculated service innovation

variable is 6.391, this shows that this means $t_{\text{calculated}} > t_{\text{table}}$ ($6.391 > 2.018$) meaning that service innovation has a positive and significant influence on the success of traders' businesses in Surabaya Gold Shops. For the product innovation variable, t_{count} is 5.156, this means $t_{\text{count}} > t_{\text{table}}$ ($5.156 > 2.018$) meaning product innovation has a positive and significant influence on the success of traders' businesses in Surabaya Gold Shops.

Conclusion

This falls into the "very good" category for the success of traders' enterprises in Surabaya Gold Shops, according to the findings of the descriptive analysis for the variables of service innovation, product innovation, and business success. The t test results show that merchants in Surabaya Gold Shops are positively and significantly impacted by service innovation in their business success. This suggests that the more innovative a trader is, the more successful their firm will be. The findings of the t test for product innovation show that traders' business success in Surabaya Gold Shops is positively and significantly impacted by their possession of innovative products; the higher the trader's product innovation, the more successful their business is. The service innovation and product innovation factors have a favorable and considerable impact on the business success of traders in Surabaya Gold Shops, as indicated by the coefficient of determination calculation findings, which are 0.710 or 71.0%.

References

- (2009). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Bandung: Penerbit Alfabeta Bandung.
- Abdulah, Fandi. (2015). Pengaruh Kreativitas Dan Inovasi Terhadap Keberhasilan Usaha Pada Usaha Tauko Medan. *Universitas Sumatera Utara Medan*.
- Adjeng Mariana Febrianti, R., Harisman, M. F., Gusnawan, E. S., & Sinaga, O. (2022). IMPROVING BATIK SELLING POWER IN THE GLOBALIZATION ERA: PRODUCT INNOVATION AND SOCIAL DIGITAL MARKETING. *Central Asia & the Caucasus (14046091)*, 23(1).
- Agustina, I. L., Susiani, R., Saudi, M. H., & Sinaga, O. (2021). Sharia Ownership Concept. *Review of International Geographical Education Online*, 11(6).
- Akbar, Y. K., Sinaga, O., & Saudi, M. H. (2021). Analysis Of the Effect of Motivation, Competency, And Geographical Environmental Characteristics on Employee Performance: Study on Finance Directorate in Indonesia. *Review of International Geographical Education Online*, 11(3).
- Akbar, Y., Saudi, M., & Sinaga, O. (2020). The Effect of Training, Work Motivation, And Workload on The Performance of Hospital Employees. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(10), 1093-1108.
- Alam, G. N., Sinaga, O., Roespinoedji, D., & Affandi, R. N. (2021). Foreign Relations between Garut Regency and Damyang County in the Utilization of Agricultural Technology. *Rigeo*, 11(6).
- Alawi, H. A. I., & Sinaga, O. (2024). Decision-Making in Determining the Islamic Education Management Model. *Kurdish Studies*, 12(1), 2794-2804.
- Alawi, H. A. I., & Sinaga, O. (2024). Management of Islamic Education During Covid 19. *Kurdish Studies*, 12(1), 2805-2812.
- Alawi, H. A. I., & Sinaga, O. (2024). The Effect of Islamic Education Towards the Personality of Students in Higher Learning Institution in Indonesia. *Kurdish Studies*, 12(1), 2835-2842.
- Alawi, H. A. I., & Sinaga, O. (2024). The Effect of Students' Personality Development Towards the Performance of Educators in Schools in Indonesia. *Kurdish Studies*, 12(1), 2852-2862.

- Alawi, H. A. I., & Sinaga, O. (2024). The Influence of Education Management System in Determining the Success Implementation of Islamic Curriculum in Higher Learning Institutions in Indonesia. *Kurdish Studies*, 12(1), 2843-2851.
- Alawi, H. A. I., & Sinaga, O. (2024). The Success Implementation of Education Management in STAISA. *Kurdish Studies*, 12(1), 2813-2822.
- Alawi, H. A. I., Sinaga, O., & Saudi, M. H. (2024). The Effective Management in Islamic Education System in the Islamic Schools in Indonesia. *Kurdish Studies*, 12(1), 2874-2882.
- Amalia, S., Mardiansah, A., Ajitresno, M. K., Taryana, M. R., Irmansyah, N. A., Umbas, V. F., & Sinaga, O. (2021). Does Stock Return Influenced by Macroeconomic Factors?. *Review of International Geographical Education Online*, 11(5), 1082-1091.
- Amalia, S., Sulasno, J. N. P., & Sinaga, O. (2021). Impact of the Covid-19 Pandemic on Financial Reports on Financial Performance (Study on Hospitality, Restaurant, and Tourism Sub-Sector). *Rigeo*, 11(7).
- Andari, D., Ferdian, A., Suhendar, D. K., Putra, M. F. D., Adwityan, R., Putri, R. A., & Sinaga, O. (2021). The Impact About Charge Officer Administration Quality, Expense Endorses Furthermore Charge Agreeability Fees with Respect to UMKM Taxpaying Consistence. *Rigeo*, 11(5).
- Anom, E., Noor, D. V., Anom, E. S., & Sinaga, O. (2022). Conflict Mapping Communication in an Effort to Reduce Social Conflict to Overcome Social Problems in Riau Province, Indonesia. *Journal of Positive School Psychology*, 6(3), 9356-9374.
- Apandi, H., Maruti, D. R., & Sinaga, O. (2022). THE EFFECT OF COMPETENCE, INTEGRITY, AND SCEPTICISM OF AUDIT PROFESSIONALS ON AUDIT QUALITY (CASE STUDY AT THE REGIONAL INSPECTORATE OF WEST BANDUNG REGENCY). *Central Asia & the Caucasus (14046091)*, 23(1).
- Apriliana, T., Saudi, M. H., & Sinaga, O. (2021). The effect of export-import on economic growth during the covid-19 pandemic in Indonesia: An investigation from multiple geographical settings in Indonesia and across borders. *Rigeo*, 11(1), 595-600.
- Ariana, S., & Sinaga, O. (2021). Islamic Education in Indonesia: Comparison of Islamic Learning Management Implementation: 10.2478/bjlp-2021-00023. *Baltic Journal of Law & Politics*, 14(2), 316-331.
- Ariana, S., & Sinaga, O. (2021). Role of education management to expedite supply chain management: a case of Indonesian Public Sector Universities: 10.2478/bjlp-2021-00024. *Baltic Journal of Law & Politics*, 14(2), 332-346.
- Ariana, S., & Sinaga, O. (2022). Betterment of Educational Quality via Optimizing the Potential of Educational Institutions in Indonesia. *RES MILITARIS*, 12(5), 504-514.
- Ariana, S., & Sinaga, O. (2022). Independence in E-Learning, Education Management, and Industry 4.0 During COVID 19: 10.2478/bjlp-2022-007091. *Baltic Journal of Law & Politics*, 15(7), 1237-1250.
- Ariana, S., & Sinaga, O. (2022). The Impact of Educational Management, E-Learning Teaching, and Institutional Climate on Quality of Education in Indonesia: 10.2478/bjlp-2022-007092. *Baltic Journal of Law & Politics*, 15(7), 1251-1264.
- Arjuna Rizaldi 2016. Creative Industry to Increase the Competitive Strength of Small and Medium Enterprises (SMEs) (Case Study at Kampong Rajoet Binong Jati). International College Suan Sunandha Rajabhat University & National Academy of Management of Kyiv Ukraine
- Arsalan, S., Latif, D. V., Sinaga, O., & Saudi, M. H. (2021). Bandung Mcdonalds Fast Food Customer Satisfaction with the Instructional Geocaching Environemntal Based Problems. *Review of International Geographical Education Online*, 11(3), 421-426.

- Aryani, R., Kurniawan, E., Fanisyah, E., & Sinaga, H. O. (2023). Bibliometric Analysis of Educational Policy and Evaluation Research Trends. *Kurdish Studies*, 11(2), 4510-4522.
- ASKARI, E., & SINAGA, O. (2022). ANALYSIS OF VILLAGE DEVELOPMENT PLANNING SYSTEM IN SUMEDANG REGENCY. *Central Asia & the Caucasus (14046091)*, 23(1).
- Bagja, H. N., Saudi, M. H., & Sinaga, O. (2021). The Protections of Geographical Indicators and Trademark in The Development of Micro, Small, And Medium Enterprises (Msmes) In Increasing Regional Tax Revenue. *Review of International Geographical Education Online*, 11(3), 171-176.
- Bagja, H. N., Zuanda, F., Indratno, T. R., & Sinaga, O. (2021). Intellectual Property Rights as an indicator of business success during a pandemic. *Review of International Geographical Education Online*, 11(7).
- Bestari, D. K. P., Saudi, M. H., Sinaga, O., & Setyadi, A. (2021). The influence of Experiential Marketing, Guerrilla Marketing and Buzz Marketing in the formation of Consumer Purchase Intention in the JD. ID Marketplace. *Rigeo*, 11(6).
- Bestari, D. K. P., Saudi, M. H., Sinaga, O., & Setyadi, A. (2021). The influence of Experiential Marketing, Guerrilla Marketing and Buzz Marketing in the formation of Consumer Purchase Intention in the JD. ID Marketplace. *Rigeo*, 11(6).
- Bestari, P., & Sinaga, O. (2022). Emergency Policy from A Public Policy Perspective. *Croatian International Relations Review*, 28(90), 154-168.
- Borshalina, T., Tjahjar, A. R., Febrita, K. N., Aulia, R., Adhimas Putra, S. A., Zulmartiansyah, M. R., & Sinaga, O. (2022). THE INFLUENCE OF SOCIAL MEDIA AND THE FEAR OF MISSING OUT ON GENERATION Z PURCHASING DECISION. *Central Asia & the Caucasus (14046091)*, 23(1).
- Brahmana, S. S., Ali Akbar, R. D., Camelia, H. T., & Sinaga, O. (2022). MARKET ORIENTATION AND PERFORMANCE (A CASE OF CREATIVE INDUSTRY IN BANDUNG, WEST JAVA, INDONESIA). *Central Asia & the Caucasus (14046091)*, 23(1).
- Dalimunthe, G. P., Sinaga, O., & Roespinoedji, D. (2021). Foreign tourists' disloyalty due to geographic distance of hotels: The intention of not revisiting the Subak Cultural Landscape of Bali, Indonesia. *Rigeo*, 11(1), 601-605.
- Dally, D., Sinaga, O., & bin Mohd Saudi, M. H. (2021). The Impact Of 7p's Of Marketing on The Performance of The Higher Education Institutions. *Review of International Geographical Education Online*, 11(3).
- Djarmiko, G. H., & Sinaga, H. O. (2024). Influence of Behavior Public Administration Leadership towards Service Quality Building Permits in the Urban Administrations of Indonesia. *EVOLUTIONARY STUDIES IN IMAGINATIVE CULTURE*, 1487-1500.
- Djarmiko, R. G. H., & Sinaga, O. (2023). Education Administration in Improving the Quality of High School through School-Based Management. *History of Medicine*, 9(1), 1017-1021.
- Djarmiko, R. G. H., & Sinaga, O. (2023). Indonesian Smart Card Policy-Based Public Administrative Management in Realizing Education Equality in State Junior High Schools. *History of Medicine*, 9(1), 1022-1028.
- Djarmiko, R. G. H., & Sinaga, O. (2023). Public Administration in Indonesian Madrasah Competence Assessment Policies (Akmi). *History of Medicine*, 9(1), 1029-1037.
- Dyahrini, W., Mauludin, M. S., Ichsan, C., & Sinaga, O. (2021). Supply Chain Management, Competitive Advantage on Performance of Sme Companies in Bandung, West Java. *Review of International Geographical Education Online*, 11(5), 820-828.

- Elani, E., Agustin, C. R., & Sulastri, E. D. (2021). The Effect of Company Size, Profitability, And Solvency on Audit Report Lag on Lq-45 Companies Listed in Indonesian Stock Exchange Period 2018-2020. *Rigeo*, 11(5).
- Fatihah, G. G., Setyawan, B. Y., Defi, I. K., & Sinaga, O. (2021). The Influence of Financial Performance and Investment Cash Flow on Stock Price. *Review of International Geographical Education Online*, 11(7), 3422-3428.
- Fauzi, M. A., Sinaga, O., Bainus, A., & Sumadinata, R. W. S. (2022). Indonesian Foreign Relations With Saudi Arabia During the Joko Widodo Government. *Journal of Pharmaceutical Negative Results*, 1706-1717.
- Febrianti, R. A. M., Ilham, M., & Zulkarnaen, M. (2021). Service Recovery To Increase Customer Satisfaction And The Impact On Mobile Banking Loyalty. *Rigeo*, 11(7).
- Ginanjar, Y., Sinaga, O., & Hidayat, T. (2021). EFFECTIVENESS OF SISTER PROVINCE BETWEEN WEST JAVA AND CHONGQING IN THE TOURISM SECTOR. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(4), 4787-4799.
- Hadi, P., & Sinaga, O. (2022). Political Economy of Electronic Money in Indonesia, Perspective and Comparison to Singapore. *Central Asia & the Caucasus (14046091)*, 23(1).
- Hadian, N., Rufaidah, A. N., Vionica, V., Avionita, D., Ibrahim, I., Zumar, A., & Sinaga, O. (2021). The Effect Of Internal Control On Fraud Detection (Case Study On Several State-Owned Enterprises Banks In Bandung City). *Review of International Geographical Education Online*, 11(5), 1059-1064.
- Hermina, N., Sinaga, O., & Saudi, M. H. (2022). THE IMPLEMENTATION OF STRATEGY BASED ON COMPANY STRATEGY AND MICRO BUSINESS ENVIRONMENT TO ACHIEVE BUSINESS PERFORMANCE FOR SMALL AND MEDIUM BUSINESS IN WEST JAVA, INDONESIA DURING COVID-19 PANDEMIC. *Central Asia & the Caucasus (14046091)*, 23(1).
- Hertina, D., Pratidina, Z. O., Debora, S., & Sinaga, O. (2021). Analysis Of Financial Ratio to Company Value. *Review of International Geographical Education Online*, 11(7).
- Hertina, D., Verawati, D. A., Permatasari, D. D., Betari, A. T., Oktavia, S. N., Fauzan, M. F., & Sinaga, O. (2021). Stock Price Impact of Liquidity, Solvency, and Profitability.
- Heryadi, D., Yani, Y. M., & Sinaga, O. (2022). Non-Traditional Maritime Security Threats. The Dynamic of ASEAN Cooperation. *TransNav: International Journal on Marine Navigation & Safety of Sea Transportation*, 16(3).
- Heryadi, D., Yani, Y. M., & Sinaga, O. (2022). Non-Traditional Maritime Security Threats. The Dynamic of ASEAN Cooperation. *TransNav: International Journal on Marine Navigation & Safety of Sea Transportation*, 16(3).
- Hisrich, Robert D & Petters, Michael P. (2011). Entrepreneurship. *McGraw Hills: New York*
- Hkikmat, M. M., & Sinaga, O. (2022). ASO 2022 Problems in Challenge of World Digitalization. *Central Asia & the Caucasus (14046091)*, 23(1).
- Hubeis, Musa. (2012). Manajemen Kreativitas dan Inovasi dalam Bisnis. *Penerbit PT. Hecca Mitra Utama. Jakarta*.
- Ichsani, S., Saefuloh, R., Subiyakto, D., & Sinaga, O. (2021). Event Study of PSBB Policy Announcement on March 31, 2020, for Restaurant, Hotel and Tourism Sector Companies. *Review of International Geographical Education Online*, 11(7), 3473-3481.
- Kaniawati, K., Nuri, N., Sinaga, O., & Roespinoedji, R. (2021). Coffee Business Development Model. *Review of International Geographical Education Online*, 11(6).
- Kotler, P., dan Keller, K. L. (2013). Manajemen Pemasaran. *Jakarta: Penerbit Indeks*
- Kuswara, G. B., Ardian, H., Achmad, A. W., & Sinaga, O. (2021). Is Not Easy to Increase Consumer Purchase Intention in Online Business. *Rigeo*, 11(7).

- Kusworo, K., Prabowo, H., Sinaga, O., & Rumbekwan, M. (2021). Participatory Planning in Collaborative Governance Perspective in Banyumas Regency, Central Java Province, Indonesia. *The Croatian International Relations Review (CIRR)*, 27(87), 221-238.
- Lambelanova, R., Prabowo, H., Sinaga, O., & Toyib, A. (2022). Transfer of Management Authority for Marine Affairs from Banyuwangi Regency Government to East Java Provincial Government (Study of Existing Conditions in 2019). *The Croatian International Relations Review (CIRR)*, 28(90), 132-155.
- Ma'rifah, S., & Sinaga, O. (2023). Impact of leadership behavior on lecturers job satisfaction: moderating effect of educational quality management: 10.2478/bjlp-2023-0000050. *Baltic Journal of Law & Politics*, 16(3), 623-637.
- Ma'rifah, S., & Sinaga, O. (2023). Moderating Role of Administrative Support between Curriculum Management and Graduates Programs Viability An Evidence from Indonesian Educational Institutions: 10.2478/bjlp-2023-0000053. *Baltic Journal of Law & Politics*, 16(3), 672-687.
- Ma'rifah, S., & Sinaga, O. (2023). Perceptions of Finance teachers to teach Finance subjects through distance learning during Covid-19: A study on Indonesian universities: 10.2478/bjlp-2023-00000478. *Baltic Journal of Law & Politics*, 16(3), 589-607.
- Ma'rifah, S., & Sinaga, O. (2023). Technology integration in higher secondary schools and its impact on engagement and satisfaction A case on Indonesia: 10.2478/bjlp-2023-0000052. *Baltic Journal of Law & Politics*, 16(3), 653-671.
- Ma'rifah, S., & Sinaga, O. (2023). The effect of class room management on student academic performance of Indonesia education institutions: A PLS-SEM approach study: 10.2478/bjlp-2023-0000047. *Baltic Journal of Law & Politics*, 16(3), 572-588.
- Ma'rifah, S., & Sinaga, O. (2023). The Effect of Job Based and Environmental Factors in Enrollment of Higher Learning Institutions in Indonesia: 10.2478/bjlp-2023-0000051. *Baltic Journal of Law & Politics*, 16(3), 638-652.
- Ma'rifah, S., & Sinaga, O. (2023). Trainee's Perceptions for Evaluating Training Programs Effectiveness in Preparing Management Studies Instructors: A Quantitative Study on Indonesia Educational Institutions: 10.2478/bjlp-2023-0000049. *Baltic Journal of Law & Politics*, 16(3), 608-622.
- Ma'rifah, S., Sinaga, O., & Saudi, M. H. (2023). Determinants to Improve Management Studies Students' E-Learning Quality A Study on Indonesian Public Sector Universities: 10.2478/bjlp-2023-0000054. *Baltic Journal of Law & Politics*, 16(3), 688-708.
- Ma'rifah, S., Sinaga, O., & Saudi, M. H. (2023). Impact of Family Support, Teacher Support, Interest and Academic Reason on Career Decision Making A Case on Indonesia University Students: 10.2478/bjlp-2023-0000055. *Baltic Journal of Law & Politics*, 16(3), 709-722.
- Ma'rifah, S., Sinaga, O., & Saudi, M. H. (2023). The Impact of Reciprocal Peer Tutoring Strategies on social collaboration and reading comprehension: A Quasi-Experimental Study on Emotional Behavioral Disorders Students in Indonesia: 10.2478/bjlp-2023-0000046. *Baltic Journal of Law & Politics*, 16(3), 553-571.
- Moenardy, D. F., & Sinaga, O. (2021). West Java Trade Diplomacy in Increasing Exports of Micro, Small, And Medium Enterprises (Msmes) In the Covid-19 Pandemic. *Review of International Geographical Education Online*, 11(6).
- Muzwardi, A., Sinaga, O., Sumadinata, R. W. S., & Negara, S. D. (2023). Policy Analysis of Indonesian Ports: A Study of Batu Ampar Free Port. *Journal of Survey in Fisheries Sciences*, 10(2S), 1204-1222.

- Nugraha, A., Sinaga, O., & Dermawan, W. (2022). Kontradiksi Perilaku Republik Rakyat China di Asia Tenggara: Geopolitik dan Kepentingan Nasional. *Jurnal Studi Ilmu Sosial dan Politik*, 2(2), 101-112.
- Nulhaqim, S. A., Fedryansyah, M., Hidayat, E. N., Adiansah, W., & Sinaga, O. (2022). SOCIAL ACTION IN AGRARIAN CONFLICT RESOLUTION THROUGH COMMUNITY DEVELOPMENT. *Central Asia & the Caucasus (14046091)*, 23(1).
- Nurunnisha, G. A., Setiawan, D. W., Wijayanti, F., & Sinaga, O. (2021). The effect of product, distribution, and digital marketing toward female's purchase intention (case study: Bts album on Weverse shop). *Review of International Geographical Education Online*, 11(7), 3429-3440.
- Paramudhita, H. R. R., & Sinaga, H. O. (2021). Changes in the Online Transportation Company Partnership System in Indonesia's Economic Development Post-Covid-19 Pandemic. *Rigeo*, 11(5).
- Paramudhita, H., & Sinaga, H. O. (2022). THE EXISTENCE OF COVER FIDELITY INSURANCE IN THE DEVELOPMENT OF WAREHOUSE RECEIPT SYSTEM IN INDONESIA. *Central Asia & the Caucasus (14046091)*, 23(2).
- Prabowo, H., & Sinaga, O. (2021). The effect of information and communication technology on competitive advantage of international business in Indonesia. *Croatian International Relations Review*, 27(88), 205-222.
- Prabowo, H., & Sinaga, O. (2022). Free trade integration effect on international relations through cross border entrepreneurship: A study from Indonesia and Malaysia international business perspective. *The Croatian International Relations Review (CIRR)*, 26(86), 220-237.
- Prabowo, H., & Sinaga, O. (2022). The Effect of Information and Communication Technology on Competitive Advantage of International Business in Indonesia. *The Croatian International Relations Review (CIRR)*, 28(90), 114-131.
- Prabowo, H., Indrayani, E., Rusfiana, Y., & Sinaga, O. (2022). Development of local government capacity in managing Indonesia-Malaysia border area (Study on Sebatik Island). *The Croatian International Relations Review (CIRR)*, 28(90), 117-134.
- Prabowo, H., Rowa, H., Madjid, U., Johannes, A. W., & Sinaga, O. (2021). Transformation of Licensing Governance in Facing the Industrial Revolution 4.0 at Bandung City. *The Croatian International Relations Review (CIRR)*, 27(87), 239-253.
- Prabowo, H., Setiawan, I., Haroeno, T. W., Sinaga, O., & Johannes, A. W. (2021). Government management in implementation of health protocol during Covid pandemic in Wirosari District, Grobogan Regency, Indonesia. *Croatian International Relations Review CIRR*, 27(87), 254-269.
- Prayitno, Y. H., Sinaga, O., & Roespinoedji, R. (2021). The Effect of Profitability on the Value of Pharmaceutical Sector Companies Listed on the Indonesia Stock Exchange. *Turkish Journal of Computer and Mathematics Education*, 12(8), 638-645.
- Purwaningdyah, S. W. S., Haerunnisa, N. F., Hairunnisa, S. N., Wardhani, N. S., Larasati, C., Siahaan, Y. P., & Sinaga, O. (2021). The Influence of Perceived Usefulness, Perceived Ease of Use, Perceived Risk in the Shopee Application on Consumer Decisions in Online Shopping During the Covid-19 Pandemic. *Rigeo*, 11(5).
- Purwanto, S. K., & Sinaga, O. (2021). Exploring the relationship between fossil fuel energy consumption, renewable energy consumption and human capital index: a study from Thailand. *International Journal of Energy Economics and Policy*, 11(6), 106-113.
- Purwanto, S. K., Sinaga, O., & Sidik, M. H. J. (2021). Culprits of increased non-renewable energy consumption in Indonesia: Role of inflation, poverty and debts.

- Purwanto, S. K., Sinaga, O., & Sidik, M. H. J. (2021). Ensuring renewable energy consumption through innovation, R&D and energy import in Indonesia: A time series analysis. *International Journal of Energy Economics and Policy*, 11(1), 577-583.
- Qasmi, M. A., & Alvi, F. N. (2024). "عقود میں "عربوں": فقہاء کی آراء کا تجزیاتی مطالعہ" Advance" in Contracts: An Analytical Study of the Opinions of the Muslim Jurists. *Journal of BAHISEEN*, 2(3).
- Rachman, A. A., Rachmawati, R., Dianita, M., Sinaga, O., & Saudi, M. H. (2021). Effectiveness of e-Learning as a Learning Model for Accounting Students in the Covid-19 Pandemic at Widyatama University Bandung. *Review of International Geographical Education (RIGEO)*, 11(6), 472-482.
- Rachmawati, M., & Sinaga, O. (2022). "EFFORTS TO INCREASE CUSTOMER LOYALTY OF BANK INDONESIA SYARIAH OFFICE OF THE MAIN BRANCH OF BANDUNG BY INCREASING PERFORMANCE OF PHYSICAL EVIDENCE, PROCESS AND PEOPLE". *Central Asia & the Caucasus (14046091)*, 23(1).
- Rachmawati, M., Awaluddin, J. P., Syariffudin, M. N., & Sinaga, O. (2022). THE EFFECT OF LIFESTYLE AND PROMOTION, TO PURCHASE DECISION FOOD AND BEVERANGES AT HOLYWINGS BANDUNG. *Central Asia & the Caucasus (14046091)*, 23(1).
- Rachmawati, M., Farendra, R. R., Tanudjaja, E., & Sinaga, O. (2022). EFFORTS TO IMPROVE WOMEN TO ACHIEVE CONSUMER SATISFACTION BY IMPROVING SERVICE AND PRICE POLICY IN THE HOTEL "JANEVALLA" BANDUNG. *Central Asia & the Caucasus (14046091)*, 23(1).
- Rachmawati, M., Iswanto, A. R., Ramadan, M. R., Firdaus, M. R., Siswara, M. Y., & Abdullah, M. A. (2021). Influence Of Product Quality, Price, Promotion, And Trust on The Purchase Decision Process of Mobil Sticker Products Online Shop Speed tuner Indonesia. *Rigeo*, 11(3).
- Rachmawati, M., Saudi, M. H., & Sinaga, O. (2021). Location, Atmosphere Store In Determining The Community's Visit Intention To The 'Pasar Baru' Shopping Center Bandung. *Rigeo*, 11(6).
- Raeni Dwi Santy. 2013. The Effects of Creativity and Innovation to Business Performance (Survey on the SMEs Trusmi Batik Center Cirebon) JBPTUNIKOMPP Raeni Dwi Santy.
- Ramadhan, N., Rachmansyah, H., Amelia, E., Maulana, R., Januar, F. N., & Sinaga, O. (2021). The Influence of Compensation and Communication on Job Satisfaction of CV Pustaka Garut. *Review of International Geographical Education Online*, 11(5), 1092-1098.
- Ratmaningsih, N., & Sinaga, O. (2023). Enhancing Entrepreneurship Literacy Among Students through Social Entrepreneurship-Based Social Studies Education. *Kurdish Studies*, 11(2), 4523-4534.
- Riantani, S., Ridlo, D. M., Fitriani, N., Utami, I. M., Firmansyah, I., Ramadhan, R., & Sinaga, O. (2021). How Do Shareholding Pattern Predict Market Value? Evidence from Indonesia.
- Riduwan. (2013). Cara Menggunakan dan Memaknai Part Analysis (Analisis Jalur). Bandung: Penerbit ALFABETA.
- Roespinoedji, D., & Sinaga, O. (2021). Asean Geographical & Regional Security Issues: A Study from Indonesia. *Review of International Geographical Education Online*, 11(1), 774-779.
- Rosnani, R., Heryadi, D., Yani, Y. M., & Sinaga, O. (2022). ASEAN maritime security cooperation. *Journal of Maritime Research*, 19(2), 60-64.
- Rusiadi, et al. (2013). Metode Penelitian Manajemen, Akuntansi, dan Ekonomi Pembangunan. Medan: USU Press

- Satria, R., Sinaga, O., Bainus, A., & Darmawan, W. B. (2022). Challenges on Securitization of Fisheries Crime Become Transnational Organized Crime. *Journal of Positive School Psychology*, 8405-8425.
- Shaleh, K., Sinaga, O., & Roespinoedji, D. (2021). Village budget and patron-client social relations: Implications for fraud: A geographical review. *Rigeo*, 11(1), 720-725.
- Sinaga, O. (2021). Military Skill And Training In Soldier's Bravery. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(11), 1141-1150.
- Sinaga, O. (2024). Exploring the Role of Educational Quality Management: A Study on the Moderating Effect between Leadership Behavior and Lecturers' Job Satisfaction in Indonesia. *Journal of Advanced Studies in Social Sciences*, 2(1).
- Sinaga, O., & Listiana, T. (2022). Teacher Performance on Student Learning Motivation in Efforts to Improve the Quality of Education at Mts Darul Hikmah, Sumedang. *Repository FKIP UNSAP*, 22(1).
- Sinaga, O., & Wartono, P. (2024). The Role of Conflict Management in the Bandung City Social Service. *Journal of Law, Social Science and Humanities*, 2(1), 61-67.
- Sinaga, O., Baker, R., Amirul, A., Saudi, N., & Nazri, N. (2021). Assessing the Effectiveness of Procurement Systems and Geographic Location in Achieving Service Quality in Public Sector. *Review of International Geographical Education ISSN: 2146-0353. Rigeo. 11 (1), March 2021.*
- Suganda, U. K., Syaifullah, I., Malini, S., & Sinaga, O. (2022). "IN IMPROVING CONSUMER DECISIONS CHOOSE SHOPPING AT INDOMARKET MINIMARKET BY UPGRADE QUALITY OF SERVICE AND THE INFLUENCE OF REFERENCE GROUP ". *Central Asia & the Caucasus (14046091)*, 23(1).
- Sugiyono. (2004). Metode Penelitian. *Yogyakarta: BPFE Yogyakarta.*
- Sukenda, D. T. A., & Pratami, Z. Z. (2021). Plan To Build User Interface And User Experience In Knowledge Management System Application. *Rigeo*, 11(7).
- Sukma, A., Sinaga, O., & Saudi, M. H. (2021). Service Recovery Strategy Relationship to Cumulative Satisfaction and Loyalty: A Study on Bandung City Insurance Companies, Indonesia. *Rigeo*, 11(1), 518-525.
- Sumadhinata, Y. E., Roespinoedji, D., & Sinaga, O. (2021). Analysis Of Culinary Business Opportunities Through Canvas Model Business Approach to Determine a New Business Strategy with The Implementation of Community Activities Restrictions Implementation (Ppkm) In Bandung City (Case Study: Bandung Chicken Siomay). *Rev. Int. Geograph. Educ. Online*, 11(6).
- Suparyanto. (2012). Kewirausahaan Konsep dan Realita Pada Usaha Kecil. *Bandung: Alfabeta.*
- Suryana. (2008). Kewirausahaan Pedoman Praktis: Kiat dan Proses Menuju Sukses. *Edisi 3. Bandung: Salemba Empat*
- Suryana. (2013). Kewirausahaan Kiat dan Proses Menuju Sukses. *Edisi 4. Jakarta: Salemba Empat 6.*
- Taufik, R., Syafei, R. S., Tobing, F. F. L., Aditia, S., Febriansyah, Y. I., Purnomo, A., & Sinaga, O. (2021). The effects of perceived quality and brand trust on purchase intention on the body shop products. *Review of International Geographical Education Online*, 11(3), 1416-1422.
- Thomas W Zimmerer, Norman M Scarborough. (2018). Kewirausahaan dan Manajemen Usaha Kecil. *Salemba empat.*
- Tjiptono, Fandy. (2011). Seri Manajemen Merek 01-Manajemen & Strategi Merek. *Penerbit Andi, Yogyakarta.*
- Utama, R. A., Kartini, D. S., Gunawan, B., & Sinaga, O. (2021). Collaborative Governance in Controlling the Utilization of Space in North Bandung Area as A Strategic Area of West Java Province. *Rigeo*, 11(12).

- Utama, R. A., Kartini, D. S., Gunawan, B., & Sinaga, O. (2021). Control of Space Utilization of North Bandung Area as a Strategic Area of West Java Province in Collaborative Governance. *Rigeo*, 11(12).
- Utami, E. M., Amaliawiati, L., Komariah, S., Puspitasari, D. M., & Sinaga, O. (2021). The Analysis of Optimal Portfolio Formation: The Evidence from LQ-45 during the Covid-19. *Review of International Geographical Education Online*, 11(6).
- victor, victor. (2021). KOMPENSASI DAN MOTIVASI KERJA PENGARUHNYA TERHADAP PRESTASI KERJA KARYAWAN PADAMP EVENT PLANNERMEDAN. *Jurnal Ilmiah Smart*, V(1), 121–127.
- Victor, V., & Viviana, V. (2022). SWOT Analysis as a Determinant of Marketing Strategy Case. *Almana : Jurnal Manajemen Dan Bisnis*, 6(1), 87–94. <https://doi.org/10.36555/almana.v6i1.1751>
- Wasauha, I., Ocsila, B., Siswanto, A. H., & Sinaga, O. (2021). Criminological Review of Handling Hate Speech Issues (Case Study of West Jakarta Police Resort). *Rigeo*, 11(6).
- Wedi Rusmawan Kusumah, R., Adriani, H. P., Safitri, K. A., Agustin, D. P., Oktavia, R., Ayulia Wendari, S., & Sinaga, O. (2022). ANALYSIS OF AUDIT QUALITY BEFORE AND DURING PANDEMIC AT FOOD & BAVERAGES COMPANY. *Central Asia & the Caucasus (14046091)*, 23(1).
- Wijaya, A., Sinaga, O., & Saudi, M. H. (2021). In the Realm of Block Chain–Cryptocurrency. *Review of International Geographical Education Online*, 11(6).
- Yudanegara, A., Sinaga, O., & Roespinoedji, D. (2021). Analysis of availability to pay WTP (willingness to pay) in efforts to develop "cipanas" hot water tourism West Java, Indonesia. *Review of International Geographical Education Online*, 11 (6): 563-574.
- Yuliani, R., Saudi, M. H., & Sinaga, O. (2021). Of Intrinsic Value Relative Valuation Techniques: Specific Geographical Review on Listed Companies (Overvalued, Undervalued or Fairvalued) In Indonesia Stock Exchange-30. *Rigeo*, 11(1), 767-773.
- Yuniarti, R., Sukmawaty, N., Rini, A., & Sinaga, O. (2022). Analysis of Factors Affecting Credit Quality (Case Study at PT. Bank Rakyat Indonesia (Persero) Tbk). *Central Asia & the Caucasus (14046091)*, 23(1).
- Yusro, M. R., Obsatar Sinaga, O. S., & Wawan Budi Darmawan, W. B. D. (2022). Diplomasi Pertahanan Indonesia dengan negara-negara di Asia Tenggara untuk meningkatkan kapabilitas militer. *JURNALINSPIRASI*, 134-155.