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Marketplace Effectiveness in Increasing Sales Concentration of Small Business Products During the Covid19 Pandemic

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Abstract

Effort to spur the development and growth of small business actors or MSMEs, a certain method is needed to increase their sales. One of the efforts made is utilizing digital media which has been rapidly developing online by many business actors. The problem that arises is how to choose and determine the most effective media in order to increase marketing activities so that sales turnover can increase significantly. To answer these problems, this study intends to try to test in order to find and determine the best digital media (marketplace) for the marketing media of the business actor, so that the marketing activities of small business actors can run effectively. To prove the effectiveness of digital marketing media in the form of a marketplace, research subjects are needed, that is small business people who are directly involved with online marketing, interview approaches and their success rate in using the digital media (marketplace). Through this research, it is expected that small businesses can choose wisely and effectively the use of digital media (marketplace) in their marketing activities so that their sales turnover can increase. The study took the location or object of research in six districts in East Java that is Sidoarjo, Pasuruan, Mojokerto, Tuban, Lumajang, and Malang. Considering that consumer and social behavior of people in six districts differ from each other, of course, they must be measured and tested, is there a significant linear relationship in market use in an effort to increase marketing activities and sales of business actors. Based on the results of the Crosstabs test, the results show that there is a linear relationship between the existence of the marketplace and the efforts of small businesses to market and sell their products online in six sub-districts in East Java.

Keywords

Marketplace, small business actors, crosstabs test, pandemic, increasing sales

1. Introduction

The presence of the marketplace now helps many community needs. Anything in the marketplace. You just moved house and need important furniture, you can find a wide variety of furniture at competitive prices. Not only furniture, there are also primary needs such as fashion, food to daily needs. For example buying cinema tickets, paying credit. All that can be done with the help of the marketplace (Maheshwar et al. 2018). Seeing how much activity is spent using the marketplace as meeting daily needs, this is what makes this marketplace hunted. Not only by users but also investors. Enthusiastic community increased because it was supported by adequate infrastructure and easy access. The Investment Coordinating Board (ICB) revealed the value of investment in the digital market sector in 2017 reached USD 5 billion. This makes the marketplace the most sought after economic sector today, (Harlipan, 2017). 2019 seems to be the year that marks the emergence of many startups engaged in the e-commerce industry. Marketplace is one of the business concepts used by these e-commerce sites. Before discussing further, it helps us to know what a marketplace is. Marketplace has a concept like a traditional market that seems to be on the internet. Marketplace owners have the role of parties who bring

sellers and buyers to their website. Some e-commerce sites like Blibli and Blanja are examples of sites that curate their sellers. There is also a free opportunity for everyone to become a seller, such as Elevenia, Tokopedia, and Bukalapak. Models like this are called marketplaces. By carrying out the concept of the marketplace, e-commerce can develop quickly (Maryam et al. 2020). But concepts like this can backfire if you're not careful. Seeing the benefits and broad benefits, of course the use of the marketplace will be of much benefit and help the growth of small businesses who have potential products and are needed by the market. The changing shopping behavior of the Indonesian population from 2011 to the present has made the market market for rapid growth in Indonesia. Consumers tend to like shopping online because it tends to be more practical, modern, can be done all the time without having to make it difficult to do mobility out of the house when you need the desired item. Of course this is a good opportunity for most small businesses to take an active role in offering their merchandise using the marketplace in Indonesia. Of course, this condition provides considerable opportunities and profits for businesses who want to peddle their goods in a marketplace that has a good reputation in Indonesia. According to the presentation of Handayani (2017) discusses the role of e-commerce that supports the development of online trading activities through purchasing decisions made by customers, on another occasion Majid (2017) the application of e-commerce in Indonesia is seen from the perspective of consumers' perceptions and trust in carrying out transactions secara online in several leading marketplaces in Indonesia. While Harlipan (2017) explores through his research on the interface comparison between the two strengths of the Indonesian marketplace that is Bukalapak and Tokopedia in supporting online shopping activities. And the last is a study conducted by Sally (2017) regarding the values of effort expectancy, trust, and experience in supporting satisfaction and online repurchase intention on Shopee mobile application consumers in the city of Surabaya. Through some of the research above, it appears that the role and support of the marketplace for consumers and producers appears to be so strong, this makes online shopping life in Indonesia more viable and very helpful for businesses in expanding their markets for their products, especially now that the marketplace can be accessed through the mobile device application, thus making mobility faster. What we want to know in this research is whether the existence of a marketplace can increase the market and sales of MSMEs entrepreneurs in East Java. According to Reza (2018), the role of the Micro, Small and Medium Enterprises (MSME) sector is considered as the backbone of the Indonesian economy. There are at least 88.8 percent contributing to economic growth in Southeast Asia. In Indonesia, there are approximately 59.2 million MSME actors by contributing 56 percent of the country's total economy to date. However, of the total MSMEs, only 3.97 percent million MSMEs have entered online. For most business people or MSMEs who are still selling offline, they will try to be encouraged to enter the online market, so that Indonesian MSMEs can reach the digital world with a wider market. To generate this condition, a long-term roadshow is needed by holding 367 activities from 70 cities in Indonesia (Makmur, 2011). To succeed this movement, the government together with the marketplace will have a series of activities for MSMEs equipped to go online, such as encouraging MSMEs offline to go online, active selling, MSME assistance, Scale Up, to going international. The marketplace can be a gateway for MSMEs to be able to go online for free. They will be given training and knowledge about online business. So that the business or MSMEs can sell their goods globally. Considering internet users in Indonesia have penetrated 78% of all existing internet users and have utilized the online shopping model in Indonesia (Handayani, 2017).

2. Literature Review

Marketplace is an electronic market that sells and buys goods or services covering three aspects (b2b, b2c & c2c) and B2B (Business to Business) dominating up to 75% in the marketplace. Marketplace is the peak of e-commerce, marketplace usually has its own system that can manage hundreds or even millions of products that want to be sold or bought for example : eBay.com, bukalapak.com, Xohop.com, in the marketplace there is an online store is a place in the form of a website in which there is an e-commerce program that is a cart where the buyer does not have to contact the store owner first such as: Lazada, Berniaga.com, Xohop.com Merchant Examples of marketplaces starting from the simplest are FJB Kaskus, Craigslist & OLX (Apriyanto, 2016). Meanwhile, according to Nathasya (2018), the marketplace can be dedicated as a website or online application that facilitates the buying and selling process of various stores. Marketplace has a concept that is more or less the same as traditional markets. Basically, marketplace owners are not responsible for goods sold because their job is to provide a place for sellers who want to sell and help them to meet customers and make transactions more simply and easily. The transaction itself is regulated by the marketplace (Ahmadi, 2013). Then after receiving payment, the seller will send the item to the buyer. One of the reasons why the marketplace is famous is because of the ease and convenience of use. Many describe online marketplaces such as department stores. The marketplace first became popular in 1995 (Keegan, 2006). In that year, Amazon and eBay became famous and many people used it. In that year also a bank in America called The Presidential Bank launched the

first online banking. In 1998, PayPal was launched and made it easier for online transactions. In Asia alone, Jack Ma launched Alibaba in China in 1999. Now in Indonesia, there are many marketplaces for various categories; from clothes to craft materials. has several well-known local marketplaces such as Tokopedia and Bukalapak. Both of these marketplaces have been very successful in Indonesia until they became 2 out of 4 Unicorn Startups in Indonesia. Horizontal marketplace sells various products with different categories. Tokopedia and Bukalapak enter this type of marketplace (Laos et.al. 2018). On both websites, you can find many items, ranging from books, furniture, food, clothes, children's toys, gadgets, and many more. Usually, the horizontal marketplace presents itself as a convenience store and elevates comfort as its selling point. Compared to the horizontal marketplace, the vertical marketplace is more specialist. Marketplace categorized as a vertical marketplace is a website that sells products of the same type. For example, a marketplace that only sells baby supplies or shoes. If you choose to sell in the vertical marketplace, you can show your product better (Victoria et al. 2019). This is because in the vertical marketplace website visitors are definitely looking for the items they want and you can focus more on telling what makes your product superior to other sellers (Nathasya, 2018). In 1998, according to Laudon & Laudon, it was a process of buying and selling products electronically by consumers from company to company, using computers as intermediaries for the transaction. routine business exchanges using Electronic Data Interchange (EDI), EMail, facsimile machines, Electronic Funds Transfers & Bulletin boards relating to shopping transactions on the Internet, Types of Types are all types of Marketplace (Yaseen et. al. 2017).

Marketplace industry can be regarded as one of the major industries in Indonesia. All realize that in recent years online shopping activities can be done more easily. The following is a large marketplace in Indonesia whose name is well known in Indonesia (Hereen, 2010):

1. Tokopedia, Tokopedia is the largest online marketplace in Indonesia. For those who are interested in opening their own shop, of course you can do it easily in Tokopedia. This marketplace has been so familiar in the eyes of consumers in the country and has been known for a long time to date, widely used by businesses in Indonesia in an effort to market and sell, including distributing their natural products. Tokopedia has received funding up to the G series. In November 2018, they received funding from the Softbank Vision Fund (Martha et al. 2016).
2. Bukalapak, Indonesian people are certainly no stranger to the name Bukalapak. As one of the well-known online marketplaces in Indonesia, Bukalapak also provides a place for business people who are interested in selling online or online. Bukalapak prioritizes the ease and reliability of its platform so that users can get the best user experience. Bukalapak's contribution in supporting the growth of online shopping activities is great for businesses who want to sell their superior products online.
3. BliBli, is an online shopping center with a variety of products from computers and gadgets, fashion, health and beauty, mother and child, home and decoration, automotive. BliBli also provides various special promotions, tickets and vouchers for visitors and customers. The growth of BliBli as one of the marketplaces in Indonesia has considerable determination for online shopping mobility for domestic consumers (Robert et al. 2012).
4. JD.ID, is an online department store that has a wide variety of goods. Consumers can find various product categories such as fashion, electronics, and gadgets. JD.ID was launched in November 2015 and is an e-commerce subsidiary of China JD.com.
5. Shopee, is one of the most important players in Indonesia, especially in the "mobile-first" country. Shopee is a diversified and leading online marketplace that also provides an ordinary web shopping experience. This online shopping platform is available throughout Southeast Asia, Shopee also exists in Singapore, the Philippines, Malaysia, Thailand, Vietnam, as well as in Taiwan (Pahlevi, 2017).
6. Elevenia, has more than 30,000 sellers and more than 4 million products from various categories, such as household appliances, family, health, beauty and fashion, computers and gadgets, sports equipment, collections, food, and beverages. In addition, Elevenia also provides promotions and e-coupons.

Some of the above marketplaces will certainly create and assist the development of modern shopping in the country, and greatly help the growth of business actors who generally want to market their products into a wider market, practically, efficiently and efficiently in an effort to attract customers (Sebikari et al. 2017).

3. Research Methodology

3.1 Population and Sample

In the five districts mentioned above, there are a number of businesses that have begun to explore the marketplace, from the results of discussions and interviews with them, the products offered through the marketplace are of various types, ranging from various cosmetics, food and beverages, men's and women's clothing including children's clothing, household appliances, various herbal medicines, body care, capital loans, the latest electronic goods and many more. Total population is 1655 business operators, and the sample used in this study is 173 business operators. More can be seen in the table below (Santoso, 2010):

Table 1. Sidoarjo, Pasuruan, Mojokerto, Tuban, Lumajang, and Malang Small-Scale Business Actors Active Marketing Their Products in the Market place 2018-2019 East Java

No.	District	Number of Actors Effort	Marketplace Name	Types of Goods	Broad Market
1.	Sidoarjo	32	Bukalapak	Various Cosmetics	31%
				Foods	18%
				Various Bags	27%
				T-shirt & Shirt	24%
2.	Pasuruan	28	Tokopedia	Men's Fashion	26%
				Household Appliances	44%
				Souvenir & Gift	30%
3.	Mojokerto	30	Tokopedia	Women's Fashion	22%
				Food and Drink	37%
				Body Care	21%
				Capital Loan	20%
4.	Tuban	18	Bukalapak	Beauty Product	24%
				Men's Fashion	33%
				Electronic Goods	46%
5.	Lumajang	31	Shopee	Women's Fashion	33%
				Baby Gear	19%
				Household Appliances	26%
				Body Care	22%
6.	Malang	34	BliBli	Herbal	16%
				Household Appliances	21%
				Children's Toy	33%
				Elektronic Goods	30%
Total		173			

Like table 1 shows, there are six cities in East Java Province that have a number of small businesses that have the potential for market development through their superior products, but until now business players have not been able to fully master the media marketplace in an effort to increase sales. The percentage of sales in table 1 is not optimal because it has not used the media marketplace. Therefore, these small business owners need assistance to be able to use online media in the form of a marketplace in their sales activities.

2.2 Data Source

Based on the data display in table 1 above, the total number of respondents in six districts in East Java is 173 small business operators. They actively market goods or products through the marketplace in four online markets that is Bukalapak, Tokopedia, Shopee, and BliBli. The turnover percentage in table 1 above is the number of sales they make online (Santoso, 2010).

2.3 Data Collecting Method

At the initial stage of conducting the research, what was done was to record a number of business actors who had been able to use online sales facilities through the media marketplace. With the interview approach using a series of instruments that have been designed in such a way, several facts related to the activities of business actors will be obtained when they use the marketplace as a means of supporting their sales. Of the six districts that have been sampled, finally we can know the various types of goods that they offer and they sell using the marketplace. The exploration starts from this activity to test whether the marketplace has a real correlation with their success in selling merchandise.

2.4 Data Analysis Technique

To test the data and answer the problem it is necessary to do a series of tests which can later be used as a basis for decisions and discussion material so that the existing problems can be found the answer. The analysis model used here is the Crosstabs Test, a test model to determine and discover whether there is a linear relationship between the marketing and sales models through the marketplace with the turnover target that each small business actor wants to achieve in six districts in East Java (Santoso, 2010).

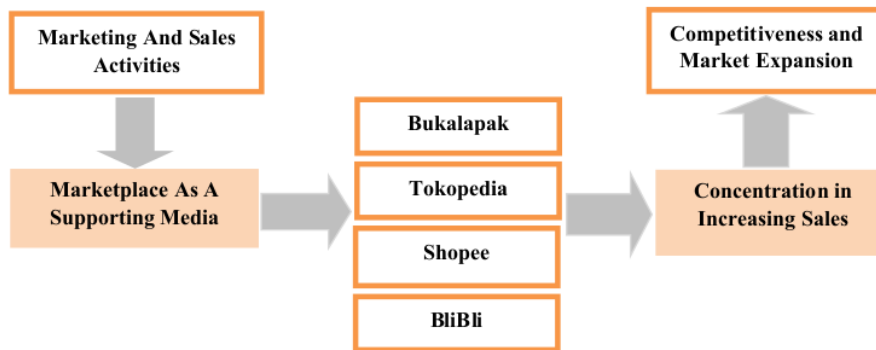


Figure 1. Concept Design As A Foundation For Thinking

Like figure 1 shows, in marketing and sales activities, especially in this pandemic era, requires a different touch compared to normal situations, so that small businesses can increase their sales with focus, a tool in the form of media is needed. This media is in the form of a marketplace. why small businesses should use this marketplace, because all small business owners globally also use it, so that in the future small businesses in Indonesia will not be less competitive in expanding their market.

4. Result And Discussion

To provide a real picture of the analysis in the problem assessment in this study, the following crosstabs test form is displayed to test linear relationships in six districts simultaneously, the meaning of the Crosstabs test is that the achievement figures that appear in table 2 below, indicate the level of sales achievements by actors small businesses when they work through the marketplace in the last two years. The achievement of these achievements is still temporary, because it is counted only the last two years in 2018 and 2019, when they began to be involved in the marketplace when marketing and selling their products online. Where the results of these two years will certainly be different in the following years. So the perception of business actors is accumulated in a data collection score, as a basis for testing. Crosstabs Test results appear as follows:

Table 2. Crosstabs Test Results of Six Districts in Using Marketplace

Crosstabs * District * Target Achievement * Crosstabulation

Count		Target Reached Sale				Total
		Target Reached 100%	Target Reached 75% - 50%	Only Reached 50% - 30%	Target Reached < 30%	
District	Sidoarjo	12	8	4	8	32
	Mojokerto	10	5	5	10	30
	Malang	11	10	12	1	34
	Pasuruan	9	10	8	1	28
	Tuban	7	5	6	0	18
	Lumajang	14	9	2	6	31
Total		63	47	37	26	173

Like table 2 shows, it is clear that SMEs whose sales have reached 100% are 63 or 36.42%. The maximum sales target of 75% is 47 or 27.17%. The number of sales targets reached a maximum of 50% was 37 or 21.38%, and those achieved below 30% were 26 or 15.03%. This condition shows that the presence of the Marketplace can be considered capable of increasing the sales of MSME products.

From the conditions of table two above, it is clear that small business owners who have used or collaborated with a marketplace marked by a 100% sales target have a higher percentage of sales value than small business owners who are not yet established in using the marketplace as the spearhead of marketing and their sales. Small business owners who are not yet established or are still newbies in using the marketplace are indicated by the

sales value which is at the target of 75% and below. Within a period of one or two years, these small business owners will be able to slowly increase their market share, this condition is called product maturity, meaning that their products are starting to be recognized in the market and are known more widely by consumers (Lampadarios et al. 2017).

Table 3. Crosstabs Test Results Against Hypothesis Testing

7
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,775 ^a	15	,044
Likelihood Ratio	21,743	15	,032
Linear-by-Linear Association	,000	1	1,000
N of Valid Cases	173		

a. 18 cells (75,0%) have expected count less than 5. The minimum expected count is ,37.

Like table 3 shows, it appears that the Chi-Square Person coefficient value of 0.044 (Asymp. Sig column) of 0.044 is below 5%, meaning that there is indeed a linear relationship between the selling activities of small business actors with the ability of the marketplace to sell various products of business actors using it. This means that the presence of marketplaces in the six districts in table 1 above clearly has the ability to support and increase the sales value of small businesses that use them, even though the numbers that appear in table 1 above in the broad market column have different figures displaying between one district and other districts

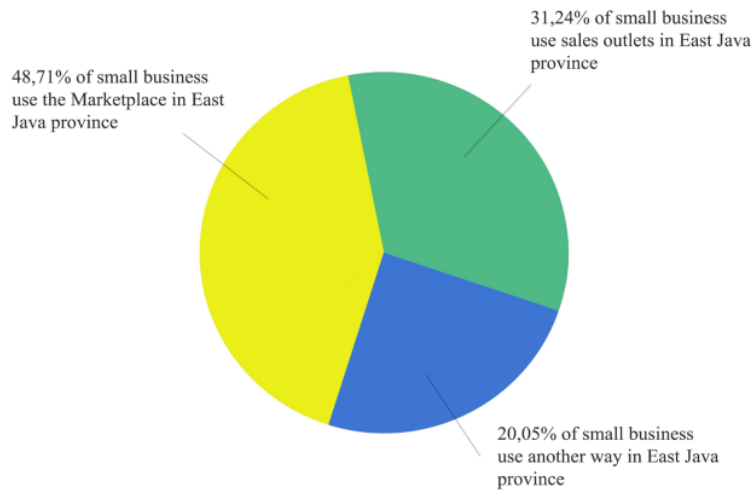


Figure 2. The Number of Small Businesses In 6 Districts In East Java Province That Have Used The Marketplace

Sources: Departement of Cooperatives and MSMEs, 2019

Like figure 2 shows, the number of Marketplace users is far more than the use of certain methods used in product sales activities, because it is considered faster and more profitable and far more effective. Going forward, the use of Marketplace will help MSME activities in supporting all forms of their concentration related to marketing and sales. The perception of MSME actors considers that the Marketplace is far more effective in delivering messages and information in all forms of marketing activities. in fact, there are still quite a lot of

MSMEs that cannot use the Marketplace, because it requires adaptation to be able to use it as a medium to support their sales (Theyel, 2013).

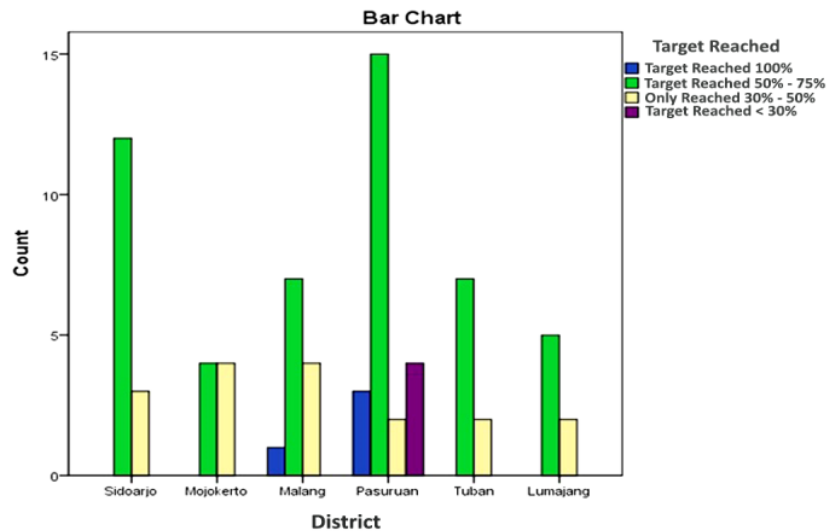


Figure 3. Composition of Achievement of Sales Target of Business Actors in Six Districts in East Java for Two Years
Source: Survey data

Like figure 3 shows, it can be described the ability of small businesses in six districts in East Java to achieve the percentage of their sales through the role of the online market (marketpalce), in Sidoarjo regency, most business actors are able to achieve their sales targets using the role of the marketplace, achieving a sales target of 100% the second highest in this district, then the highest achieving 100% sales target is Pasuruan, although in the district there are still business actors whose sales achievement level is below 30%, achieving a sales target of 100% means all items sold are sold in full, while sales achievements below 100% means that of the 100% of goods sold at the end of the period there are still goods that have not been able to be absorbed by the market through online sales. The smaller the percentage of sales means the greater the stock of goods left at the end of the period. In table 1 above, it is clear that successful business actors utilize the marketplace of 63 people (36.42%) 100% sales target is achieved, 47 people (27.17%) target is reached to a maximum of 75%. 37 business operators (21.39%) achieved only a maximum of 50% of their sales targets, and the remaining 26 business operators (15.02%) achieved only less than 30% of the target. The sales target of business actors that was achieved well up to a maximum of 75% was 63.58%. This figure is fairly good because its value is above 50%. This means that overall from achieving the sales target, 110 successful business people (or around 63.58% of the total sample) partnered with the marketplace in an effort to market and sell their products (McAdem, 2014).

Back to the top in table 3 shows that the results of the Crosstbas test value of the error rate (Asymp. Sig) last column is 0.044 <5%. Means of testing a positive result because the test error rate is below 5%. It means that the Crosstabs test results clearly illustrate that there is a linear relationship between marketing activities and sales through the marketplace with the amount of turnover achieved by small businesses in six districts in East Java. Because there is a linear relationship, it can be concluded that the marketplace has a linear or real relationship to the efforts to achieve the sales target (target) of small businesses in marketing and selling their products in six districts of East Java province through four existing marketplaces that is Bukalapak, Tokopedia, Shopee, and BliBli (Fitriati, 2016).

5. Conclusion

Now a clear picture has been obtained, based on the results of the Crosstabs test it turns out that the existence of the marketplace (Bukalapak, Tokopedia, Shopee, and BliBli) has a role and contribution to the activities of small businesses in six districts in East Java in their marketing, sales and market expansion efforts. by online. Means going forward buying lots of small businesses that use the marketplace in marketing their products, will greatly assist them in increasing sales online in increasing their market share. This is a good reality for small

businesses who have products that are potentially acceptable to consumers, sold using the marketplace. Means the existence of a marketplace is one good alternative to increase the value of future sales. It cannot be denied that the existence of the marketplace is very helpful for small businesses in six districts in East Java, that is Sidoarjo, Mojokerto, Lumajang, Malang, Tuban and Pasuruan. In order to increase their sales, aside from being offline (non-online sales), small businesses in East Java should try to try marketplace as a partner in marketing and sales activities, because in the six districts proven to have benefits and contributions for small businesses, This is a good moment for small businesses to reach the number of consumers using online media.

1. For the Government of East Java Province. East Java is a storehouse of small businesses or entrepreneurs who generally still have limited capital, one way to improve the growth of business actors with all the potential products is to expand or increase the number of small businesses in using the online market or marketplace to market their products, even the government can help small businesses that have obstacles in product marketing make the marketplace a permanent partner for small businesses in East Java in developing their markets, a kind of cooperation between the local government and the marketplace. Surely this solution is a great opportunity for businesses to develop the potential of their production and marketing activities. Although not all marketplaces can be invited to collaborate in helping businesses market their products, there are at least one or two marketplaces that have the most potential to be partnered with as business partners. This is no longer an assessment, but it is a necessity in the era of modern electronic commerce, so this moment is put to good use, given the public interest or consumers increasingly like the online shopping model. Because the online market in the form of a marketplace has increasingly become a trend, it will be able to reduce operational costs that should be borne by small businesses. This is a trend that is more profitable in the future. Application and communication media have been able to be fully mobilized using mobile devices, so the marketing, sales and transaction processes become more mobile and save time and energy. Provide a separate benefit for all parties involved in the marketplace.
2. For Business Actors. Small business actors are those who produce and or prepare goods physically to be sold to consumers, so the important thing that must be paid attention to when the online sales service process begins is to get to know consumers or customers well, character (habits) or behavior (characteristics). nature) because it relates to consumer activity when consumers make an order or order process online, goods ordered must be in accordance with the goods on display, the specifications of the goods may not differ according to promises of promotion in marketing activities, in the process of shipping goods must use the appropriate shipping service to maintain the quality of the goods intact until the goods are received by consumers, whatever promises given at the time of promotional activities and similar events, do not change or distort due to online sales, consumers cannot see or recognize the character of the item directly when the initial order is made, only through the display of photos or videos. On the contrary, the condition of the original item must be far more interesting and good compared to the item presented in the photo or video. Of course this is a pleasant surprise for most consumers who buy.
3. Considering that the marketplace and activities in increasing sales have a linear and tangible relationship, the follow-up that must be taken is to provide training, mentoring and learning that is more focused and directed to the small business group so that they become more understanding and able to master the use of marketplace applications through tools mobile and web-based. The learning process and assistance can be carried out by the government, private parties related to small businesses or by academics. The goal is that small businesses in the long run are more capable of advancing information technology that has relevance to the marketing and sales of small business products. So far, not all small businesses are able to understand and master information technology when they learn to market products through online systems. Future trends in the field of online sales are increasing because they are increasingly favored by consumers. Time constraints and the nature of online shopping are increasingly practical in terms of ordering and transaction processing. Another advantage that can be obtained by small businesses is that using a marketplace is not limited by space and time in the process of marketing, selling, and shipping goods to potential consumers can be achieved faster.

Acknowledgement

On this occasion, thanks to the research team colleagues who have focused on taking the time, starting from the initial preparation stage of the data collection process, to the completion of the report completion, hopefully at other times we can conduct research in one more team, greetings and respect.

Conflict of Interest

During this research period, it was carried out from start to finish, all interested parties, from the research team to the business owners involved and the campus, had approved this scientific article for publication in a scientific conference.

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Biographies

Wiwik Istyarini. Lecturer at the Al-Anwar Mojokerto high school of economics. Has completed his education at the Doctoral level. In addition to teaching activities, he is also busy carrying out research activities in the field of management, especially MSMEs management. Other additional activities are busy providing training for MSMEs with teams from other universities and also active in community service activities.

I Putu Artaya. Born in Jakarta on June 29, 1966, obtained a master's degree in human resource management from Narotama University, Surabaya, in 2002. An economics degree in marketing management from the same campus, graduated in 1991. Besides teaching, he was also active in activities research, as a researcher and as a principal researcher. Other activities carried out are routine writing books, and the most phenomenal is the book entitled Salesmanship - Building a Sales Network, Optimizing small business centers in the field of food security and much more.

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Made Kamisutara. Completed his education in the field of informatics and completed his undergraduate degree in 1999 at the Adhi Tama Institute in Surabaya. Continuing studies in the Postgraduate Program in Informatics Engineering graduated in 2007 at the November 10 Institute (ITS) Surabaya. He has been a lecturer at Narotama University in Surabaya since 2011. Besides actively teaching, he also actively researches and writes books. The book that was written was Micro Controller: Wireless Smart Switching (2016) published by Narotama University Press. Another book that was successfully completed was the Application of Information Technology in Early Warning conditions in minimizing the Death Rate of Pregnant Women and Babies (2017). Has a concern in the field of developing MSMEs, especially in the field of Web-based application design, in an effort to support the progress of online-based small business actors.

Abdul Talib Bon. A professor of Production and Operations Management in the Faculty of Technology Management and Business at the Universiti Tun Hussein Onn Malaysia since 1999. He has a PhD in Computer Science, which he obtained from the Universite de La Rochelle, France in the year 2008. His doctoral thesis was on topic Process Quality Improvement on Beltline Moulding Manufacturing. He studied Business Administration in the Universiti Kebangsaan Malaysia for which he was awarded the MBA in the year 1998. He's bachelor degree and diploma in Mechanical Engineering which his obtained from the Universiti Teknologi Malaysia. He received his postgraduate certificate in Mechatronics and Robotics from Carlisle, United Kingdom in 1997. He had published more 150 International Proceedings and International Journals and 8 books. He is a member of MSORSM, IIF, IEOM, IIE, INFORMS, TAM and MIM.

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