

RESEARCH FINAL REPORT



The Role of Freight Forwarding Services in Supporting Export Activities in Pt Citra Trans Buana Kargotama Jakarta

SUBMITTED BY

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Juli 2023

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CONTENTS

HALAMAN PENGESAHAN	ii
CONTENTS	iv
ABSTRACT	v
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Statement of the Problem	2
1.3 Scope of the Problem	2
1.4 The Objective of the Research	2
CHAPTER II THEORITICAL REVIEW	3
2.1 Definition of Services	3
2.2 Definition of Export	4
2.3 Transportation system	5
CHAPTER III THE OBJECTIVE AND THE BENEFIT.....	8
3.1 The Objective.....	8
3.2 The Benefit.....	8
CHAPTER IV METHODOLOGY.....	9
4.1 Design of the Research	9
4.2 Instrument and Procedure	9
4.3 Data Collection and Analysis	9
CHAPTER V RESULTS AND OUTCOMES ACHIEVED.....	11
5.1. The Result.....	11
5.2. The Outcomes Achieved.....	12
CHAPTER VI CONCLUSION AND SUGESSTION.....	14
6.1. Conclusion	14
6.2. Suggestion.....	14
BIBLIOGHRAPHY	16
APPENDECES.....	17
Appendix 1: The Budget	17
Appendix 2: Biodata of The leader and the members of the Researchers	18

ABSTRACT

The purpose of this study was to obtain a deeper description and understanding of the role of Freight Forwarding in supporting export activities at PT Citra Trans Buana Kargotama Jakarta. This research was conducted using a qualitative descriptive method, which is a problem formulation that guides research to explore and describe what will be studied thoroughly, broadly, and deeply. and The data used in this study is primary data obtained through direct interviews with PT Citra Trans Buana Kargotama Jakarta. Based on the results of research on export activity procedures at PT Citra Trans Buana Kargotama Jakarta, namely from exporters sending Shipping Instructions to PT Citra Trans Buana Kargotama Jakarta and then to DHL Express (couriers). While the parties and agencies directly related to PT. Citra Trans Buana Kargotama Jakarta is an exporter, importer, agent of freight forwarder, customs, shipping company, trucking company, and container depot. And in terms of export procedures at PT. Citra Trans Buana Kargotama Jakarta, the documents that must be fulfilled in the procedure for shipping goods are a packing list, invoice, shipping instruction, bill of loading, certificate of origin, notification of export of goods, and certificate of fumigation.

CHAPTER I

INTRODUCTION

1.1. Background

Export and Import activities have a very important role for a country. Cross-country trade plays a role in increasing a country's foreign exchange. Exports are also realized to play a role in assisting the government in domestic development. Currently, Indonesia has emerged from the crisis and is in a situation of sufficient financial resources to meet development needs. Under these circumstances Indonesia must be ready to face globalization which has entered all aspects of life, including the world of trade. Every country competes to do trade, the trade that is done is trade with other countries or commonly referred to as export-import.

In general, foreign trade is not much different from local or national trade. However, international trade is indeed a bit more complicated because it has several obstacles, including sellers and buyers separated by national boundaries, which causes the process of sending goods to be a little complicated and takes a long time. There are differences between countries, languages, currencies, trade laws, and so on. -other so that exporters and importers must follow and complete the above provisions that have been agreed upon so that the export-import process can run smoother. Of course, this relates to freight forwarding companies.

The role of the Freight Forwarder is very important because it makes it easier for exporters. For this reason, it is necessary to have understanding and knowledge from the general public and related parties regarding this service, especially in goods delivery services by sea and air, because it is very important in supporting export activities.

The duties of a Freight Forwarder include collecting cargo in a certain warehouse, monitoring the movement of containers during the ship's journey, delivering notifications of the arrival of ships to buyers, and playing a major role in the process of billing shipment fees. carry out the packing of goods, carry out fumigation, and soon.

1.2. Statement of the Problem

Based on the background above, the writer formulates several problems that are going to be analyzed are: " What are the procedures for handling export activities through Freight Forwarders? And What obstacles are faced in the procedure for sending goods via Freight Forwarding at PT Citra Trans Buana Kargotama Jakarta and the solutions?"

1.3 Scope of the Problem

Based on the statement of the problem, the purpose of this research is to know and analyze the procedures for handling export activities through Freight Forwarders and the obstacles are faced in the procedure for sending goods via Freight Forwarding at PT Citra Trans Buana Kargotama Jakarta and the solutions . Quantitative research methods are used to obtain data from certain natural places (not assistance), but researchers carry out treatments in collecting data, for example, by distributing questionnaires. The population in this study were employees at PT Citra Trans Buana Kargotama Jakarta. The population of all employees at PT Citra Trans Buana Kargotama Jakarta is 40 employees.

1.4. The Objective of the Research

While the objective of this research is to determine the procedures for handling export activities through Freight Forwarder and the obstacles are faced in the procedure for sending goods via Freight Forwarding at PT Citra Trans Buana Kargotama Jakarta and the solutions.

CHAPTER II

THEORITICAL REVIEW

2.1. Definition of Services

Many service marketing experts have defined the meaning of service. The definition of services according to experts is as follows. "Services are any action or activity that can be offered by one party to another party, basically it is intangible and does not result in any transfer of ownership"(1). Meanwhile, "The definition of services is as follows: 'Service is all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, comfort, or health)' . Services are all economic activities whose results are not in the form of physical products or construction, which are generally produced and consumed simultaneously and provide added value (for example comfort, pleasure or health) to consumers.(2)

Other definition, "Services are any actions or activities that can be offered by one party to another, basically intangible and not resulting in any transfer of ownership"(3). Services are all economic activities whose results are not in the form of a physical product or construction, which are generally produced and consumed simultaneously and provide added value (convenience, pleasure, or health) to consumers. Companies engaged in the service sector certainly want quality service products, but producing a quality service product is not easy, because the nature of services is intangible. Quality services cannot be separated from good service or service, therefore total service to service customers is needed to fulfill customer service satisfaction. The more satisfaction is needed to meet the customer satisfaction provided, it can be said that the service provider company is more successful in producing quality services.

Zeithal said, that services are the application of specialized competencies (knowledge and skills) through deeds, processes, and performances for the benefit of another entity or the entity itself. (2)" This definition emphasizes the role of knowledge and skills in service provision.

Companies operating in the service sector definitely want their service products to be of high quality, however producing a quality service product is not easy, because

the basic nature of services is intangible. Quality services cannot be separated from good service, therefore total service to service customers is very necessary to fulfill service customer satisfaction. The more satisfaction is required to fulfill the customer satisfaction provided, it can be said to be more.

2.2 Definition of Export

"Exports are goods trading activities that cross the customs territory (Indonesia) based on applicable activities."(4). Other said "Export is the activity of removing goods from the customs area, or goods being loaded onto transport facilities to be transported out of the customs area."(5). Export is an activity of trading in goods that crosses the customs territory of Indonesia based on applicable activities. Export is the activity of removing goods from the customs area, or goods being loaded into the means of transport to be transported out of the customs area (6). Export according to the Customs Law It is stated in Article 1 paragraph (16) of the Law of the Republic of Indonesia Number 7 of 2014 concerning trade that export is the activity of removing goods from the customs area.

According to Wahyu, Exports are efforts to sell commodities that we own to other nations or foreign countries, by expecting payment in foreign currency, as well as communicating in foreign languages.(7)

"Exports are part of international trade which cannot be separated from risks that cause losses."(8)

Marolop says export is removing goods from the Indonesian customs area to be sent abroad by following the applicable provisions, especially regarding customs regulations and carried out by an exporter or obtaining special permission from the Directorate General of Foreign Affairs of the Ministry of Trade.(9)

Exports according to the Customs Law It is stated in article 1 paragraph (16) of the Law of the Republic of Indonesia Number 7 of 2014 concerning trade that exports are the activity of removing goods from the customs area.

From the several definitions of exports above, the author can conclude that exports are the activity of removing goods from the Indonesian customs area with certain rules regarding goods and the transportation system.

2.3 Transportation system

"According to Salim , the transportation system consists of 'transportation of cargo (goods) and the management that manages the transportation, the system used to transport goods using certain means of transportation is called a mode of transportation.'(10) For transportation users, there are three modes that can be used according to Salim, namely:

1. Sea Transportation
2. Land Transportation
3. Air Transportation

"According to Motta, exports are efforts to sell commodities that we own to other nations or foreign countries, by expecting payment in foreign currency, as well as communicating in foreign languages."(5)

"Exports are part of international trade which cannot be separated from risks that cause losses."(11)

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From the several definitions of exports above, the author can conclude that exports are the activity of removing goods from the Indonesian customs area with certain rules regarding goods and the transportation system.

2.4. Freight Forwarder.

Freight Forwarder is a service for transporting or sending goods from one place to another using air (air cargo), sea (shipping line) and land (container) modes of transportation.(11)

According to Minister of Transportation Decree No. 10 of 1988 in Syahputra Freight Forwarder transportation management services are businesses aimed at representing the interests of goods owners to take care of all activities necessary for the delivery and receipt of goods via land, sea or air transportation which can include

activities: Receiving, storing , sorting, packing, marking, measuring, weighing, processing documents, issuing transport documents, calculating transport costs, claims, insurance for delivery of goods and settlement of bills and other costs relating to the delivery of the goods until the goods are received by the person entitled to receive it.

To carry out daily work the forwarder will involve certain stakeholders so that the work carried out can run smoothly according to (Syahputra, 2018) they are:

1. Owner of the goods
2. Stevedore or in Indonesia it is called the Loading and Unloading Company (PBM).
3. Cargo Surveyor checks goods at the port
4. Insurance and Banks in terms of documentation and security of goods and relate goods systems.
5. Government bodies and agencies such as Customs and Excise, Ministry of Trade and Ministry of Transportation.

Freight forwarders can be classified and classified according to the level of professionalism in carrying out the process of handling and sending goods as well as the availability of agents as business partners abroad according to Syahputra as follows: Freight forwarder categories.

1. On the operational basis of the type of forwarder included in this type, the delivery of goods by the forwarder can only be carried out using previously determined transportation facilities, namely by looking at the shape, packaging, weight and contents of the goods concerned.
2. Based on the means of transport, the types of freight forwarder companies included in this type are:

- a. Sea Freight Forwarder

Sea freight forwarder activities specialize in the delivery of cargo via sea transportation or through a combination of other land transportation.

- b. Air Freight Forwarder

Air transportation is a vital component for many international logistics networks. Air transportation involves the integration of information, transportation, inventory, warehousing, material handling, and packaging. The location of air freight forwarder activities is around the airport, including completing documents, stacking goods and

traffic.

c. Rail and Inland Freight Forwarder

Rail and Inland freight forwarder is a business activity in the land transportation sector using rail transportation services and other transportation facilities.

d. Combined Transport Operators

Combined transport operator is a freight forwarder transportation facility which combines sea, air, train, truck.

CHAPTER III

THE OBJECTIVE AND THE BENEFIT

3.1. The Objective

The objective of this study is to determine what the procedures for handling export activities through Freight Forwarders and What obstacles are faced in the procedure for sending goods via Freight Forwarding at PT Citra Trans Buana Kargotama Jakarta and the solutions.

3.2. The Benefit

By conducting this research, The writers are expected to provide input for companies in analyze about the procedures for handling export activities through Freight Forwarders and What obstacles are faced in the procedure for sending goods via Freight Forwarding at PT Citra Trans Buana Kargotama Jakarta and the solutions. From this research, the authors have a better understanding of what the best procedures for handling export activities through Freight Forwarders that can affect performance of sending goods via Freight Forwarding at PT Citra Trans Buana Kargotama Jakarta ,both positive and negative.

CHAPTER IV

METHODOLOGY

4.1. Design of the Research

The author uses the research method in this study, associative research, which aims to determine the influence or relationship between two or more variables (Sugiyono, 2019) using a quantitative approach. Quantitative research methods are used to obtain data from certain natural places (not assistance), but researchers carry out treatments in collecting data, for example, by distributing questionnaires. The population in this study were employees at PT. Citra Trans Buana Kargotama Jakarta.

4.2. Instrument and Procedure

This research was used by distributing questionnaires to all samples with a Likert scale questionnaire type. Data collection techniques that will be used by researchers in this study are:

1. Library Studies, namely the method of reading literature, reference materials, and other research results, have something to do with the object under study.
2. Questionnaire is a data collection technique by asking a number of written questions given to respondents.
3. Observation (Observation) Researchers make observations and measure the variables of the object under study using research instruments, namely by observing and measuring the variables of the object under study.
4. Interview (Interview) Techniques for obtaining information from the company or the respondent by conducting a question and answer, where the researcher conducts a question and answer regarding the information the company or the respondent wants.

4.3. Data Collection and Analysis

The data processed in this study are primarily in the form of a questionnaire and observation instrument obtained from PT. Citra Trans Buana Kargotama Jakarta. The data analysis method used by the author in writing this final assignment is descriptive qualitative, namely a problem formulation that guides research to

explore or describe what is found in the field and which will be researched thoroughly, broadly and in depth. This method processes data from interviews, observations and literature. Data obtained from direct observation and interviews with the Director of the company PT. Image Trans Buana Kargotama Jakarta by asking several questions such as what, how and why.

CHAPTER V

RESULTS AND OUTCOMES ACHIEVED

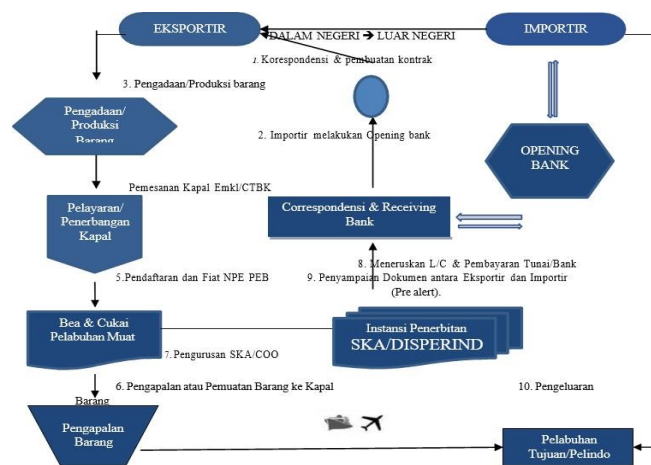
5.1. The Result

The research is done by collected some data through a questionnaire and obsevtion instrument that obtained from PT. Image Trans Buana Kargotama Jakarta. After collecting the data, the writers analyze and apply it into description in narrative way. The following are the research results.

1. The role of the Freight Forwarded services to PT. Citra Trans Buana Kargotama Jakarta

Freight forwarders have an important role in import-export activities in PT. Citra Trans Buana Kargotama Jakarta, namely as an intermediary between the shipper and the consignee. With the services of freight forwarders, it makes it easier for exporters and importers to send and receive goods from or to other countries.

Provisions for Goods Export Procedure are as follows.



Source: processed by the author

Figure 1.
The Flow Chart of Goods Export Procedure Provisions of PT. Citra Trans Buana Kargotama Jakarta

2. Parties Involved in Export Handling Procedures at PT. Citra Trans Buana Kargotama Jakarta.

a. Exporters

Exporters as sellers, they collaborate with export service providers, in this case PT. Citra Trans Buana Kargotama Jakarta to handle the delivery of goods and arrange the documents needed for export activities.

b. Importers

Importers are parties who buy goods from abroad, PT. Citra Trans Buana Kargotama Jakarta as a freight forwarder cooperates with importers in terms of receiving imported goods that have arrived at the port and transporting imported goods.

c. Freight Forwarder Agent

Freight Forwarder agent who is an agent of PT. Citra Trans Buana Kargotama Jakarta, which is overseas, which is responsible for the goods that have arrived at the port of destination.

d. Customs/PPJK

PT. Citra Trans Buana Kargotama Jakarta has a working relationship with the Customs service office on Jl. Enggano Raya, Ruko Enggano Lama No. 15 Block A-5 Tanjung Priok, North Jakarta in making Goods Export Declaration (PEB)/ or Goods Import Declaration (PIB) to obtain fiat loading information or as a permit provider for the release and loading of goods as well as document and tax inspection in export-import activities.

e. Shipping Companies

Shipping Company as the owner of the container ship that will carry goods from exporters to importers abroad.

f. Banks

The working relationship between PT. Citra Trans Buana Kargotama Jakarta as a freight forwarder with a bank is in the payment of fees by importers to freight forwarders. .

g. Fumigation company

The fumigation company is tasked with inspecting the exported goods, in this case the inspection is carried out by PT. Eka Energi Fumigation on Jl. *Kubis III Pondok Cabe Pamulang*, South Tangerang, which is a fumigation company.

h. Insurance Company

In every export-import transaction, exporters and importers generally want their goods to arrive at the destination country safely and avoid unwanted things

5.2. The Outcomes Achieved

The research yielded several significant outcomes:

1. Identification of the procedures patterns in the data that elucidate the role of Freight forwarding services in supporting export activities in Pt Citra Trans Buana

Kargotama Jakarta

2. Development of a new framework of procedures through analysis the questioners and obsevtion to find the easier way for Pt Citra Trans Buana Kargotama Jakarta
3. Contribution to the existing knowledge base by Freight Forwarding Services in Supporting Export Activities in Pt Citra Trans Buana Kargotama Jakarta
4. Recognition of potential way to do export through Freight forwarding.
5. Implications for future research, suggesting avenues for further exploration of role of Freight forwarding services in supporting export activities in Pt Citra Trans Buana Kargotama Jakarta
6. This research had been published in an article form in Interaction journal on the link <https://unimuda.e-journal.id/jurnalinteraction/article/view/4777>

CHAPTER VI

CONCLUSION AND SUGESSTION

6.1. Conclusion

PT. Citra Trans Buana Kargotama Jakarta is a Freight Forwarder company which operates in the service sector, where its task is the transportation and documentation of goods to be exported. Based on the results of the discussion, conclusions can be drawn:

1. In terms of the process of handling export activities.

Exporters export using Freight Forwarders because of the ease of the export process, time efficiency, and safe payments because they are legal for import and export purposes. Cost is the main thing in an exporter's decision to use a freight forwarder.

2. In terms of parties involved in handling export activities

Freight forwarders have many positive roles and benefits for exporters in supporting export activities between countries.

Trust is the main requirement for exporters in using freight forwarding services. In terms of freight forwarding, namely PT. Citra Trans Buana Kargotama Jakarta and exporters have a high sense of trust in exporting. If this trust is not held by one of the parties, then the export process using a forwarder cannot be carried out.

3. In terms of document requirements that must be fulfilled in the goods delivery procedure. There are many Freight Forwarders in Indonesia who can provide options for exporters so that freight forwarders become more competitive. Freight forwarders can have a big influence on increasing exports in Indonesia because exporters entrust the processing of all export documentation to freight forwarders.

6.2. Suggestion

There are suggestions that the author would like to convey to PT. The image of Trans Buana Kargotama Jakarta to be even better in the future, includes:

1. In terms of the process of handling export activities

a. In terms of providing service to customers, it is best to use a fast procedure so as to avoid delays in the delivery of goods.

b. Complete and neat administration will make it easier to find the necessary data and can reduce polemics with customers if they encounter problems.

2. In terms of parties involved in handling export activities

a. With excellent service PT. Citra Trans Buana Kargotama Jakarta has the opportunity to increase the number of marketing areas because it has gained customer trust.

b. The company's ability to see developments in customer desires provides the company with opportunities to attract new customers and retain old customers.

3. In terms of document requirements that must be fulfilled in the goods delivery procedure

a. The cleanliness of documents also determines whether a document is valid or not.

b. The neatness of documents in processing can improve the quality of service to customers.

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APPENDECES

Appendix 1 : The Budget

NO	KEBUTUHAN	JUMLAH BIAYA	SUB TOTAL
1	Peralatan Penunjang		
	a. Buku reference	Rp. 500.000	
	b. Harddisk eksternal	Rp. 700.000	
	Sub Total		Rp. 1.200.000
2	Bahan Habis Pakai		
	a. Pulsa telepon	Rp. 250.000	
	b. Voucher internet	Rp. 300.000	
	c. Alat tulis	Rp. 150.000	
	Sub Total		Rp. 700.000
3	Perjalanan/ transportasi		Rp. 750.000
4	Publikasi dan dokumentasi		Rp. 750.000
5	Biaya Lain-lain		Rp. 300.000
	Total		Rp. 3.700.000

Appendix 2. Biodata of The leader and the members of the Researchers

Biodarta Ketua Peneliti

1. Identitas Diri

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2. Riwayat Pendidikan

	S-1	S-2
Nama Penguruan Tinggi	Universitas Pakuan Bogor	Universitas Pakuan Bogor
Tahun Lulus	2008	2014

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidak sesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri.

Jakarta, 10 Juli 2023

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- f. Jangka Waktu Penelitian : 8 Bulan

2. Riwayat Pendidikan

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Nama Penguruan Tinggi	UIN Syarif Hidayatullah Jakarta	Universitas Bina Sarana Informatika Bandung
Tahun Lulus	2007	2015

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidak sesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan Penelitian Mandiri.

Jakarta, 10 Juli 2023

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NIP. 20110441

Biodata Anggota Peneliti

1. Identitas Diri

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- c. NIDN : 0315106601
- d. Jabatan Fungsional : Lektor
- e. Program Studi : Administrasi Bisnis (D3)
- f. Perguruan Tinggi : Universitas Bina Sarana Informatika
- g. Jangka Penelitian : 8 bulan

2. Riwayat Pendidikan

	S-1	S-2
Nama Perguruan Tinggi	Institut Manajemen Koperasi Indonesia	Universitas Mercu Buana Jakarta
Tahun Lulus	1995	2018

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan penelitian ini.

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199210030

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1. Identitas Diri

- a Nama Lengkap : Ade Kurniawati
- b NIDN : -
- c Jabatan Fungsional : -
- d Program Studi : Administrasi Bisnis
- e Perguruan Tinggi : Universitas Bina Sarana Informatika
- f Jangka Penelitian : 8 bulan

2. Riwayat Pendidikan

	S-1	S-2
Nama Perguruan Tinggi	Universitas Bina Sarana Informatika	-
Tahun Lulus	2022	-

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi.

Demikian biodata ini saya buat dengan sebenarnya untuk memenuhi salah satu persyaratan dalam pengajuan penelitian ini.

Jakarta, 10 Juli 2023
Peneliti



(Ade Kurniawati)
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