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International Journal of Engineering Research and Technology (IJERT)

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Chatibi youness, PhD, Mathematics Department, ENSAM/Moulay Ismaïl University, **Morocco**.

Area of Research Interest: Fractional Calculus, Method of Resolution of Fractional Differential Equations and Applications.

Dr. Diego Bellan, Professor, Department Of Electronics, Information And Bioengineering, Politecnico Di Milano, Piazza Leonardo Da Vinci 32, 20133, Milan, **Italy**.

Area of Interest : Power Quality, Electromagnetic Compatibility

Dr. Liew Pay Jun, Senior Lecturer, Department Of Manufacturing Process, Faculty Of Manufacturing Engineering, Universiti Teknikal Malaysia Melaka, Durian Tunggal, Melaka, **Malaysia**.

Area of Interest : Electrical Discharge Machining, Machining, Micro/Nano Machining, Nanofluid

Jong-Wook Lee, Electrical & Computer Engineering, Ajou University, Worldcupro 206, Yeongtong-gu. 16499, Geonggi-do, **South Korea**.

Area of Interest: I Device structure and materials for sub-0.5V voltage operation, I Scaling-down enabling technology, I Low-power, high-speed devices and circuits.

Dr. Ishita Roy, Upward Bound STEM TRIO, Long Beach City College, Los Angeles, California, **United States of America**.

Area of Interest: Civil Environmental Engineering, Environment Engineering, Energy

Dr. Nanaji Yerramsetti, Department of Chemistry & Biochemistry, Texas Tech University, Lubbock, Texas, **USA**.

Area of Interest: Organic synthesis, asymmetric synthesis, Organo-metallic chemistry

Prof. Dr. Ashok K. Singh, University of Nevada, Las Vegas (UNLV), William F. Harrah College of Hospitality, Las Vegas, Nevada, **USA**.

Area of Interest: Applied Statistics, Bayesian Inference, Spatial and Temporal Analysis of Data, Structural Equations Modeling, Panel Data Analysis

Mohammad Amin Horiri Ardebili, Civil Environmental and Architectural Engineering (CEAE), University of Colorado at Boulder, Colorado, Boulder, **USA**.

Area of Interest: Concrete dams; Fluid-structure-interaction; Earthquake engineering; PBEE; Special structures

Giriprasath Gururajan, Bartlesville Technology Center, ConocoPhillips Company Oklahoma, Bartlesville, **USA**.

Area of Interest: Polymer, Vibrational Spectroscopy, Electrospinning, Polymer characterization.

Goutam Ghoshal, Department of Research and Development, Company: Acoustic MedSystem Inc, Savoy, Illinois, **USA**.

Area of Interest: Biomedical ultrasound, therapeutic ultrasound, high-intensity focused ultrasound, signal processing, ultrasound imaging, computational mechanics, solid mechanics, image-guided intervention, acoustic, ultrasonic non-destructive testing, mechanical stress analysis

Dr. Dong-Chan Kim, Department of Biomedical Laboratory Science, Gimcheon University, Gimcheon City, Gyeongbuk Province, **South Korea**.

Area of Interest: Molecular Pharmacology, Neuropharmacology, Natureal Herb Pharmacology

Dr. Sulalit Bandyopadhyay, Department of Chemical Engineering, Norwegian University of Science and Technology (NTNU), Trondheim, Trøndelag, **Norway**.

Area of Interest: Synthesis, characterization and functionalization of nanoparticles, development of nanoparticle based hydrological tracers, drug delivery, bioimaging, nanosystems in drilling fluids and enhanced oil recovery, nanogels, polymeric nanoparticles, polymerization, colloids and interfaces.

Dr. Siamak Hoseinzadeh, Islamic Azad University, Division Mechanical Engineering, Tehran, **Iran**.

Area of Interest: Green House, Zero Energy, Building Material, Building Energy Efficiency, PCM Nanocomposites, Thin Films, Synthesis, Structural, Optical and Electrical properties, Smart Material and Devices, Electrochromic and Thermochromic Devices.

Dr. Basim Abu-Jdayil, Chemical & Petroleum Engineering Department, UAE

University, Al Ain, Abu Dhabi, **UAE.**

Area of Interest: Rheology, Fluid mechanics, Composite materials, EOR

Prof. Abdullah M. Al-Shaalan, EE department, College of Engineering, King Saud University Riyadh, **Kingdom of Saudi Arabia.**

Dr. Joni Welman Simatupang, School of Engineering, President University, Cikarang, Bekasi-17550, **Indonesia.**

Area of Interest: Electrical Engineering, Semi Conductor Technology, Opto Electronic Devices, Optical Networks, Electrical Sensors, Design and Fabrication of Semiconductors and optoelectronic devices.

Sameer Chand Pudaruth, Computer Science and Engineering Department, University of Mauritius, Reduit, Moka, Port Louis, **Republic of Mauritius.**

Area of Interest: Multimedia, Computer Vision, ICT in Education, Software Engineering

Mohd Hafiz bin Jali, Faculty of Electrical Engineering, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100, Melaka, **Malaysia.**

Area of Interest: Control system, Signal Processing, Rehabilitation, Human assist technology. Pattern Recognition, Robotic.

Rajeev Ahuja, Physics Department, Uppsala University, Box 530, 751 21 Uppsala, **Sweden.**

Area of interest: Computational Materials Science, Electronic Materials, Spintronics, High pressure, Dynamics.

S.A. Soliman, Electrical Engineering Department, University of Qatar, P. O. Box 2713 Doha, **Qatar.**

Area of Interest: Applications of State Estimation to Electric Power Systems, Fuzzy and Neural System Applications to Electric Power Systems.

Vincenzo Niola, Pofessor, Department Of Industial Engineering,, University Of Naples Federico Ii – Engineering Faculty, Naples, **Italy.**

Area of Interest : Mechanics, Robotics, Diagnostics Of Mechanical Systems, Non-Linear Analysis Of Mechanical Systems, Vibrations, Tribology

Rose Farahiyan Munawar, Senior Lecturer, Department Of Engineering Materials, Faculty Of Manufacturing Engineering, Universiti Teknikal Malaysia Melaka, **Malaysia.**

Area of Interest : Nanotechnology, Environmental And Green Materials, Cellulose Derivatives, Materials Characterization And Materials Science & Engineering

Ruaa Alsabah, Lecturer, Department Of Computer Science, Freha Campus, Kerbala University, Kerbala, **Iraq.**

Area of Interest : Internet Of Things & Big Data Analysis, Wireless Communication 4G, 5G And Beyond, Microwave Remote Sensing, Space-Borne –

Airborne Platforms And Calibration And Validation Measurements.

Dr. Asim Datta, Associate Professor & Head, Dept. Of Electrical Engineering, Mizoram University (A Central University), Tanhril, Aizawl-796004, Mizoram, **India**.

Area of Interest : Electical Pever Systems, Renewable Energy Sources, Embedded Systems

Pranav Mahamuni, Research Assistant, Department Of Mechanical Engineering, Stony Brook University, Stony Brook, New York, **United States Of America**.

Area of Interest : Mechanical Engineering - Cad/Cam, Product Design, Rapid Prototyping, Finite Element Analysis

Dr. Diego Bellan, Professor, Department Of Electronics, Information And Bioengineering, Politecnico Di Milano, Piazza Leonardo Da Vinci 32, 20133, Milan, **Italy**.

Area of Interest : Power Quality, Electromagnetic Compatibility

Dr. Claudia Espro, Assistant Professor, Department Of Engineering, Contrada Di Dio, 4° Piano, Blocco C, 98166 Messina, **Italy**.

Area of Interest : Heterogeneous Catalysis And Development Of Novel Catalytic Green Processes. Catalytic Conversion Of Natural Gas And Light Alkanes Into Intermediates, Fuels And Chemicals Of Higher Added Value. Conversion Of Renewable Biomass For The Production Of Bulk Chemicals, Electrochemical Sensors

Dr. Massila Kamalrudin, Deputy Dean, Associate Professor, Faculty of Information Technology and Communication , Institute of Technology Management and Enterpreneurship, Universiti Teknikal Malaysia Melaka, **Malaysia**.

Area of Interest : ICT, software engineering

Dr. Nilamadhab Mishra, Assistant Professor, School Of Computing, Debre Berhan University, Ministry of Education, Government of Ethiopia, **Ethiopia**.

Area of Interest : Encompass Network Centric Data Management, Data Science: - Analytics and Applications, CIoT Big-Data System, and Cognitive Apps Design & Explorations.

Dr. Liew Pay Jun, Senior Lecturer, Department Of Manufacturing Process, Faculty Of Manufacturing Engineering, Universiti Teknikal Malaysia Melaka, Durian Tunggal, Melaka, **Malaysia**.

Area of Interest : Electrical discharge machining, machining, micro/nano machining, nanofluid

Dr. G.PARAMASIVAM , Associate Professor, Department Of Computer Science, KG COLLEGE OF ARTS AND SCIENCE, Tamilnadu, **India**.

Area of Interest : Image processing, Computer Network

Dr. Ch. Swapna Priya, Assistant Professor, Department Computer Sceince And Engineering, Vignan's institute of Information Technology, Visakhapatnam, Andhra

Pradesh, **India**.

Area of Interest : Image processing, Pattern recognition deep learning, machine learning

Dr. K. Sangeetha, Assistant Professor, Department Of Computer Science & Engineering, SNS College of Technology, Coimbatore, Tamilnadu, **India**.

Area of Interest : Theory of computation, Computer Networks, Advanced Computer Architecture, Operating Systems, Computer Programming, Network Security, Object Oriented Analysis and Design and Data Base Management System

Dr. Deepali Gupta, Professor And Head, Department Of Computer Science & Engineering, Maharishi Markandeshwar University, Sadopur, Sadopur, Ambala, **India**.

Area of Interest : Computer Engineering & Information Technology, Software Engineering, Genetic Algorithms and Cloud Computing

Dr. Ghassan Fadhil Smaisim, Associate Professor, Department of Mechanical Engineering, University of Kufa, Faculty of Engineering, Kufa, P.O. Box: 21, Najaf Government. **Iraq**.

Area of Interest : Enhancement Heat Transfer, Renewable Energy, Fluid Mechanics, Thermal Nanofluid Flow, Power Generation, Solar Energy, CFD.

Dr. Darshankumar Chandrakant Dalwadi, Associate Professor, Department of Electronics and Communication Department, Birla Vishvakarma Mahavidyalaya Engineering College, Post Box No. 20, **India**.

Area of Interest : Digital Communication, Wireless Communication and M Tech Information Theory and Coding

Jong-Wook Lee, Electrical & Computer Engineering, Ajou University, Worldcupro 206, Yeongtong-gu. 16499, Geonggi-do, **South Korea**.

Area of Interest: I Device structure and materials for sub-0.5V voltage operation, I Scaling-down enabling technology, I Low-power, high-speed devices and circuits.

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Area of Interest: Control system, Signal Processing, Rehabilitation, Human assist technology. Pattern Recognition, Robotic.

Timon Rabczuk, Chair of Computational Mechanics, Bauhaus University Weimar, Marienstrasse 15, 99423 Weimar, **Germany**.

Hacene Mahmoudi, Vice Rector for Animation, promotion of scientific research, Hassiba Benbouali University, B.P. 151, Chlef, **Algeria**.

Mircea Cristian DUDESCU, Technical University of Cluj-Napoca, Faculty of Mechanical Engineering, Departament of Mechanical Engineering, B-dul Muncii 103-105, 400641 Cluj-Napoca, **Romania**.

Area of interest: mechanics of materials, experimental mechanics, mechanical

testing, structural analysis of MEMS.

Rajeev Ahuja, Physics Department, Uppsala University, Box 530, 751 21 Uppsala, **Sweden**.

Area of interest: Computational Materials Science, Electronic Materials, Spintronics, High pressure, Dynamics.

Shigeru Aoki, Department of Mechanical Engineering, Tokyo Metropolitan College of Technology, Shinagawa-ku, Tokyo 140-0011, **Japan**.

Area of Interest: Random vibration, Seismic response of mechanical system, Approximate analysis of nonlinear vibration.

G.Q. Chen, Department of Mechanics and Engineering science, Peking University, Beijing 100871, **China**.

Area of Interest: CFD (Computational fluid dynamics), energy and resources engineering, and systems ecology.

Anna Laura Pisello, Department of Engineering, CIRIAF – Interuniversity Research Center, University of Perugia, **Italy**.

Dr. Jahar Sarkar, Department of Mechanical Engineering, IIT (BHU) Varanasi, UP-221005, **India**.

Area of Interest: Energy, Thermal & Fluid Engineering.

Verena Kantere, Centre Universitaire d'Informatique, University of Geneva, Bâtiment A, Route de Drize 7, 1227 Carouge, **Switzerland**.

B.T.F. Chung, Department of Mechanical Engineering, University of Akron, Akron, Ohio 44325, **USA**.

Area of interest: Heat Transfer with Phase Changes, Optimum Design of Extended Surfaces, Radiative Heat Transfer System.

Marcelo J.S. De Lemos, Departamento de Energia - IEME, Instituto Tecnológico de Aeronáutica - ITA, 12228-900 São José dos Campos S.P. - **Brazil**.

Area of interest: Turbulence Modeling, Porous Media, Combustion in Porous Media, Numerical Methods, Finite Volume.

Dimitris Drikakis, Head of Aerospace Sciences Department, Cranfield University, School of Engineering, Cranfield, MK43 0AL, **United Kingdom**.

Area of Interest: Computational Fluid Dynamics, Aerodynamics, Turbulence Gas dynamics, Computational Nanotechnology.

A.S. Al-Harthy, Department of Civil, Surveying and Environmental Engineering, University of Newcastle, Callaghan, NSW 2308 **Australia**.

Area of interest: Concrete material and durability, Recycling construction materials, reliability assessment of structures.

S.Z. Kassab, Mechanical Engineering Department, Faculty of Engineering,

Alexandria University, Alexandria, 21544 **Egypt.**

Area of Interest : Experimental Fluid Mechanics, Lubrication, Energy, Environment and Pollution.

Bashar El-Khasawneh, Chairman, Industrial Engineering Department, JUST, P.O. Box 3030, Irbid 22110 **Jordan.**

Area of Interest: Design process and manufacturing-related sciences and processes, advanced and parallel kinematics machine tools.

Kazuhiko Kudo, Laboratory of Micro-Energy Systems, Division of Human Mechanical Systems and Design, Graduate School of Engineering, Hokkaido University, **Japan.**

Area of interest: Radiative heat transfer analysis, transient analysis on surface tension.

Carlos Mario Morales Bautista, Calzada Olmeca 105. Cerrada Chiltepec No. 1. Fraccionamiento la Venta. Villa Parrilla II. C.P. 86280. Villahermosa, Centro, Tabasco, **Mexico.**

Ihab Obaidat, Department Of Physics, College of Science, United Arab Emirates University, P.O. Box 15551, Al Ain, **UAE.**

Area of Interest: Nanomagnetism, Superconductivity

Huihe QIU, Department of Mechanical Engineering, The Hong Kong University of Science and Technology, Clear Water Bay, Kowloon **Hong Kong.**

Area of Interest: Transport phenomena in microscale multiphase flows, micro sensors and actuators, optical diagnostics and instrumentation

S.A. Soliman, Electrical Engineering Department, University of Qatar, P. O. Box 2713 Doha, **Qatar.**

Area of Interest: Applications of State Estimation to Electric Power Systems, Fuzzy and Neural System Applications to Electric Power Systems

Dimitri V. Val, Dept. of Structural Engineering, Faculty of Civil and Environmental Engineering, Technion - Israel Institute of Technology, Haifa 32000, **Israel**

Area of Interest: structural safety and reliability; analysis, design, and assessment of reinforced concrete and steel structures

Guo-Xiang Wang, Department of Mechanical Engineering, The University of Akron, Akron OH 44325-3903 **USA.**

Area of Interest: Heat and Mass Transfer, Materials Processing, Solidification Theory and Application

Samir Mekid, Mechanical Engineering Department, King Fahd University of Petroleum and Minerals PO Box 155, Dhahran, 31261, **Saudi Arabia.**

Abdul Razak Rehmat, Department of Bioprocess & Polymer Engineering, Faculty of Chemical & Energy Engineering, Universiti Teknologi Malaysia, 81310 Johor

Bahru, **Malaysia.**

Area of Interest: Polymer Processing and Rheology, Biobased Polymer Composite, Microwave Processing of Polymer

V.R. Mudinepalli, Department of Physics, National Taiwan Normal University, Taipei, 11677, **Taiwan.**

Damodar Maity, Civil Engineering Department Indian Institute of Technology, Kharagpur, West Bengal, **India.**

Area of Interest: Damage Assessment of Structures; Seismic Resistant of Structures; Fluid-Structure Interaction; Sloshing; Concrete Gravity Dam

NG EYK, School of Mechanical & Aerospace Engineering, Nanyang Technological University, 50 Nanyang Avenue, 639798 **Singapore.**

Area of Interest: biomedical engg; computational fluid dynamics and numerical heat transfer

Mohammad Luqman, Chemical Engineering Department King Saud University Chemical Engineering Department, Riyadh, **Saudi Arabia.**

Area of Interest: Polymer Nanocomposites, Polymer/Plastic, Ionomers, Nanocomposites

Mohammad Valipour, Department of Irrigation and Drainage Engineering, College of Abureyhan, University of Tehran, Pakdasht, Tehran, **Iran.**

Area of Interest: Surface and pressurized irrigation, Drainage engineering, Fluid mechanics, Heat transfer in soil media

Najm Obaid Salim Alghazali, Department of Civil Engineering, Babylon University, Hilla, Babylon, **Iraq.**

Area of Interest: Hydraulic Structures, Hydraulics, Engineering Hydrology, Groundwater Hydrology, Dams Engineering

Sushant K. Singh, Earth and Environmental Studies Department, Montclair State University, Montclair, 07043, New Jersey, **USA.**

Area of Interest: Environmental pollution, Environmental management, Environmental toxicology, Environmental policy

Hongseok Choi, Department of Mechanical Engineering, Clemson University, 205 Fluor Daniel Bldg. Clemson, SC 29634 **USA.**

Ling Zhou, National Research Center of Pumps, Jiangsu University, No.301 Xuefu Road, Zhenjiang, Jiangsu 212013, **China.**

Area of Interest : Fluids Engineering, Multiphase flow, CFD (Computational Fluid Dynamics)

International Journal of Engineering Research and Technology (IJERT)

Volume 13, Number 10 (2020)

Contents

Design by Shape Grammar Precedents as an Experiential Learning Module of Residential Architecture of Amman City

pp. 2526-2535

Wael W. Al-Azhari

Analysis of PV Characteristics for Residential Application under Partial Shading Conditions

pp. 2536-2540

Byunggyu Yu and Seok-Cheol Ko

The Effect of Polyethylene Glycol on the Toxicity Properties of Functionalized Carbon Nanotubes with the Variations of Hydrochloric Acid (HCl)

pp. 2541-2545

Praswasti Pembangun Dyah Kencana Wulan and Nadia Salsabila

Furfural Synthesis from *Mikania mircantha* using Sulfonated Carbon Catalyst Derived from Candlenut Shell

pp. 2546-2552

Taslim, Fitri Hardianti Sinaga and Iriany and Ferry Irawan

Analysis of OFDM Signal Using BPSK Modulation Techniques

pp. 2553-2556

Sunita Panda, Padma Charan Sahu and Kamalanathan Chandran

Determination of a Non-Linear Regression Model, to Describe the Relationship between the Resistance Measured with the Concrete Cylinder Compression Machine and a Digital Sclerometer

pp. 2557-2561

José Hernández Ávila, Fernando Jove Wilches and Rodrigo Hernández Avila

Implementation of a Portable E-Nose System to Identify the Water Stresses of Khasi Mandarin Orange Plants

pp. 2562-2567

Rajdeep Choudhury, Sudipta Hazarika and Utpal Sarma

A Survey on Electric Power Consumption Prediction Techniques

pp. 2568-2575

Antara Mahanta Barua and Pradyut Kumar Goswami

Comparative Analysis of the Design of an Asphalt Pavement by Rational Methodology Considering Two Different Ways of Characterizing Traffic

pp. 2576-2581

Fernando Jove Wilches, Jorge Luis Argoty Burbano and Álvaro Rafael Caballero Guerrero

The Optimal Structural System Selections for Mediterranean Cities Case Study (Famagusta City)

pp. 2582-2587

Munther Mohd

Determination of the Consistency in the Geometric Layout of a Mountainous Topography Road Based on the Determination of the Vehicle Operating Speed Profile Measured Through Radar

pp. 2588-2595

Fernando Jove Wilches, Jorge Luis Argoty Burbano and Álvaro Rafael Caballero Guerrero

TRIBOMETRY: How is friction research quantified? A review

pp. 2596-2610

Miyer Jaiver Valdes, Juan Gonzalo Ardila Marín, M.A. Rodriguez-Cabal and J.D. Betancur

Determination of Accident Rates in the City of San Juan de Pasto in Southwestern Colombia

pp. 2611-2617

Fernando Jove Wilches, Jorge Luis Argoty Burbano and Álvaro Rafael Caballero Guerrero

Comparison of Air Quality in Real Time for Urban and Rural Regions through IoT Systems

pp. 2618-2624

Dirson Hinestroza, Edgar Aguirre, Roberto Ferro and Álvaro Espinel

Causes of Disputes in Palestine

pp. 2625-2636

Hussein Abu Zant

A Proposed Approach of Case-based Design in Teaching Architecture in Jordan to Support Building Information Modeling

pp. 2637-2646

Wael W. Al-Azhari

Implementation of a Design Procedure for the Project of a Flexible Pavement in a Military Installation

pp. 2647-2650

Fernando Jove Wilches, Jorge Luis Argoty Burbano and Fabián Andrés García Pabón

Optimization of Stir Casting Process Parameters for Producing MMC Aluminum Sacrificial Anode Incorporated with Manganese Dioxide Concentrate Powder

pp. 2651-2659

Abdelrahman Elsayed, Adel Nofal and Galal Attia

Structural Equation Model Relationship Between Policy, Work Breakdown Structure (WBS), Guidelines, Information System (IS), and Building Information Modeling (BIM) on Maintenance Performance of High Rise Building

pp. 2660-2667

Leni Sagita Riantini, Nurul Inayah Wardahni, Yusuf Latief and Rossy Armyn Machfudiyanto

Model for the Identification of Diseases in the Banana Plant Using a Convolutional Neural Network

pp. 2668-2673

Fredy H. Martínez S., Edwar Jacinto G. and Fernando Martínez S.

Image Restoration Methods for a New TVL2 Regularization Model

pp. 2674-2685

Hyo Jin Lim, Kyoum Sun Kim and Jae Heon Yun

Evaluating the Risk of Cement Kiln Dust Landfill on Groundwater Vulnerability to Pollution

pp. 2686-2693

Ramia Al-Ajarmeh

A Review of Seismic Response of Precast Structures

pp. 2694-2705

Ali Fallah, Mohammadreza Vafaei and Sophia C. Alih

Interconection and Damping Assignment Control of the Subactuated TORA Mechanical System

pp. 2706-2711

Maribel Pérez Pirela, Atilio Morillo, Miguel E. Rodriguez R.y, Dolores Amada Gualli Bonillaz and María Fernanda Romero Villacrés

Experimental Investigation of Dynamic Elastic Properties of Reinforced Coconut Shell Powder/Epoxy Resin Composites

pp. 2712-2719

AM Andezai, LM Masu and M Maringa

Concrete Crack Detection using Relative Standard Deviation for Image Thresholding

pp. 2720-2728

Tao Peng, Thathupara Subramanyan Kavya, Young-Min Jang and Byeong-Woo Kim

Increasing Customers Loyalty MSME of Focused E-Marketing and Quality of Service

pp. 2729-2735

Mu'ah, Umar Yeni Suyanto, Kuntoaji Dwi Syaputro, Siti Musarofah and Nurul Qomariah

Detection of IP Spoofing Attack

pp. 2736-2741

Reem K. Alqurashi, Ohoud S. Al-harathi and Sabah M Alzahrani

Investigating the Mechanical Properties of Reinforced Coconut Shell Powder/Epoxy Resin Composites

pp. 2742-2751

AM Andezai, LM Masu and M Maringa

The role of information sharing-centered IT infrastructure factor by using advanced Metcalfe's law: Case study of Incheon International Airport

pp. 2752-2760

Hyodong Ha, Hyunjong Na and Ook Lee

Comparative Analysis of Color Image Denoising Techniques

pp. 2761-2767

Amandeep Singh, Gaurav Sethi and G.S Kalra

Long-Term Transmission System Expansion Planning Using Valid Inequalities

pp. 2768-2777

Pedro Pablo Cárdenas Alzate, Antonio Hernando Escobar Zuluaga and Carlos Arturo Escudero Salcedo

Calculating Simulation of the Impact of Additional Forces on the Vessel When Altering the Course

pp. 2778-2787

Pham Ky Quang, Vu Van Duy, Trinh Xuan Tung, Nguyen Thi Lien and Nguyen Thanh Nhat Lai

Optimal Allocation of Distributed Generation in Power Systems Considering Multiple Operative Scenarios

pp. 2788-2791

Jesús María López Lezama, Nicolás Muñoz Galeano and Fernando Villada Duque

Assessing the Effects of Engine load on Compression Ignition Engines Using Biodiesel Blends

pp. 2792-2802

Maroa Semakula and Freddie L. Inambao

Optimization of Solar Dryers through Thermal Energy Storage: Two Concepts

pp. 2803-2813

Johannes. P Angula and Freddie L. Inambao

Energy Crises in South Africa and New Ways of Fast-Tracking Remedial Actions Through Diversified and Decentralised Generation

pp. 2814-2823

Melusi Nhleko and Freddie L. Inambao

Unmanned Aerial Vehicle (UAV) for Parcel Delivery

pp. 2824-2830

Neha Gupta, Rosey Chauhan and Shikha Chadha

Strength Characteristics of Concrete with Brine and Olive Oil Mill Wastewaters

pp. 2831-2838

Husein A. Alzgool

Optimal Coordination of Reservoirs for Flood Control using a Stochastic Approach

pp. 2839-2844

Rafael Enrique Fragozo Díaz, Jesús María López Lezama and Nicolás Muñoz Galeano

Learning habits of civil engineering students at the University of Sucre during COVID-19

pp. 2845-2850

Fernando Jove Wilches, Jhon Jairo Feria Díaz and Rodrigo Hernández Avila

Inelastic Lateral-Torsional Buckling Load on Fixed Circular Channels Arches Under Transverse Point Load

pp. 2851-2863

Emmanuel-Peters Teke Tebo, Leonard Masu and Patrick Nziu

Determination of Accident Rates in the City of Barranquilla in Northern Colombia

pp. 2864-2869

Fernando Jove Wilches, Rodrigo Hernández Avila and Álvaro Rafael Caballero Guerrero

Elastic Lateral-Torsional Buckling Load on Circular Fixed Channels Arches Under Transverse Point Load

pp. 2870-2883

Emmanuel-Peters Teke Tebo, Leonard Masu and Patrick Nziu

IDF Curves and Maximum Rainfall in 24 hours in the Subregions of La Mojana and San Jorge in Northern Colombia

pp. 2884-2894

Fernando Jove Wilches, Rodrigo Hernández Avila and Álvaro Rafael Caballero Guerrero

Students Performance: From Detection of Failures and Anomaly Cases to the Solutions-Based Mining Algorithms

pp. 2895-2908

Ebtehal Ibrahim Al-Fairouz and Mohammed Abdullah Al-Hagery

Physicochemical Characterization of the Waters of the Sinú River, Downstream of the Urrá Reservoir, North of Colombia

pp. 2909-2914

Fernando Jove Wilches, Jhon Jairo Feria Díaz and José Hernández Ávila

A Study to Improve the Efficiency and Performance of a Pelton Wheel using Potential Energy at Low Heads

pp. 2915-2926

J.M.Hlabanelo, P.B Sob and A.A Alugongo

Modelling the Design of a Centrifugal Pump Shaft that can Withstand Fatigue Failure Rate, Stress and Strain during Backpressure

pp. 2927-2934

P. B. Sob

Estimation of Missing Data and Maps of the Behaviour of Total Precipitation in Northern Colombia

pp. 2935-2942

Fernando Jove Wilches, Rodrigo Hernández Avila and Álvaro Rafael Caballero Guerrero

Modelling and Simulating Stress Distribution on a Centrifugal Pump Shaft during Backpressure

pp. 2943-2954

P. B. Sob

Capable of Gas Sensor MQ-135 to Monitor the Air Quality with Arduino uno

pp. 2955-2959

Farah Neamah Abbas, Mis.Intisar Mohsin Saadoon, Zainab Khyioon Abdalrdha and Elaf Nassir Abud

Water Supply Needs Analysis for the Remote Area of Sumba Island: a Resilience Strategy of Drought Disaster Risk Reduction

pp. 2960-2967

Rusnianti Rambu Lika, Rr. M. I. Retno Susilorini, Lintang Jata Angghita, Dhiyan Krishna Wardhani and Julius Ignatius Sinaga

Statistical Evaluation of Models for the Removal of Heavy Metals in Adsorption Columns Using Bio-Waste Materials

pp. 2968-2972

P. Musonge

Mechanical and Microstructure Properties of Friction Stir Welding Joints of Aluminum Reinforced with Silicon Carbide Nanoparticles

pp. 2973-2978

Bassem F. Felemban

The Effectiveness of Mobile Application of Earthquake and Tsunami Early Warning System in Community Based Disaster Risk Reduction

pp. 2979-2984

Andre Kurniawan Pamuji, Rr M I Retno Susilorini, Amrizarois Ismail and Ardhito Hayyu Amasto

Control and Monitoring System for a Hydrogen Sulfide Gas Bio-filter Applied to a Hydroelectric Generation Plant

pp. 2985-2993

Erika Alexandra Niño Castillo, Edison Torres Torrado and Fernando Martínez Santa

A Comparative Study on the Performance Evaluation of NHPP Software Reliability Model with Non-Exponential Family Distribution Property

pp. 2994-2999

Seung Kyu Park

Design and Simulation of Autonomous Anti-Rain Construction Site Cover System

pp. 3000-3007

Moses Poloko Molatlhegi, Adamu Murtala Zungeru, Jwaone Gaboitaolelwe and Caspar Lebekwe

Thermographic Analysis in Electronic Cycle Converters with Low Conductivity Loads

pp. 3008-3015

Javier Vargas, Alexander Cucaita and Fernando Riveros

Analysis of Emotional Design in Interactive Games and Physical Interaction Mode of the Games

pp. 3016-3019

Jia-Ni Li and Seok-Kyoo Kim

Power Quality Disturbances of Electrified Railway

pp. 3020-3028

Abdulrahman A. Bajandooh and Muhyaddin J. Rawa

Design and Performance Calculation using MATLAB for Multiple Effect Evaporator Desalination Process with Different Configurations

pp. 3029-3042

A. S. Nafey, Mahmoud Abdelaal, Amaal Mohey Elden and Rehab M. El-Maghraby

A Study on Comparative Evaluation of Software Reliability Model According to Learning Effect of Exponential-exponential Distribution

pp. 3043-3047

Hee-Cheul Kim

Formulae to Predict Elastic Hoop Stresses across the Transverse Edge of a Large Radial Circular Cross Bore in Thick Cylinders

pp. 3048-3054

P. K. Nziu and L.M. Masu

Process Model Discovery from Unlabeled Event Logs by Using Non-Overlapping Sequential Distinct Event Patterns

pp. 3055-3066

Muktikanta Sahu, Gopal Krishna Nayak and Rupaj Kumar Nayak

Design and Electromagnetic Analysis of Microstructured Holey Optical Fibres with Stepwise Random-Air-Hole Distributions in Concentric Cladding Layers

pp. 3067-3071

Jeong I. Kim

Increasing Customers Loyalty MSME of Focused E-Marketing and Quality of Service

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Abstract

This study aims to examine and analyze the direct effect of E-marketing and service quality on customer loyalty. This research was conducted at the Convection MSME "Arya Project" Babat. The population in this study were all customers recorded for the period September 2019 - January 2020, totaling 100 customers. The number of research samples is 100 customers who are also members of the population. Data analysis used the SPSS for windows application version 24.0. The results showed that the e-marketing variable had a positive and significant effect on customer loyalty with the e-marketing regression coefficient of 0.555 with a significance value of $0.000 > 0.05$. Service quality variables have a positive and significant effect on customer loyalty with a regression coefficient of 0.240 with a significance value of $0.002 > 0.05$. Overall the results of the research have the implication that e-marketing can help customers interact directly and can expand marketing reach and with good quality customers will always use the product and will not switch to other products.

Keywords: e-marketing, customer quality, customer loyalty, convection UMKM.

I. INTRODUCTION

In line with the current increase in Indonesia's population, which has reached approximately 268,583,000 people, the need for clothing is also increasing. This increase in population was also matched by increasing the number of textile industries in Indonesia that have been listed on the Indonesia Stock Exchange, the textile and garment sub-sector by 43 companies (Ezez 2019/b/). Data from the Central Statistics Agency (BPS) in mid-2019 noted that the production of the apparel industry grew by 29.19% on an annual basis. Meanwhile, on a q-t-q basis, this sector grew by 8.79%, the second highest after the furniture industry. According to the records of the Central Statistics Agency (BPS), it turns out that the national textile and textile product (TPT) industry, the apparel industry recorded the largest export value. Throughout 2018, the apparel industry recorded

exports worth US \$ 8.62 billion with a growth of 8.9% y-o-y. On the other hand, exports of the textile industry over the past year were valued at US \$ 4.651 billion, down 0.1% compared to 2017 which was valued at US \$ 4.655 billion. This indicates that the Indonesian convection industry has also increased (Ezez 2019/a/).

The growth of the textile industry will have an impact on the growth of the downstream industry, namely the convection industry to meet people's clothing needs. Increasing the convection industry is because the needs of society are constantly changing with new modes. Community life from time to time is increasingly developing, this is marked by the needs of society that were previously traditional to become modern. The development of this business world has been marked by increasingly fierce competition. No exception in the convection industry. This convection industry must understand new clothing fashions so that it can increase sales turnover, and also can compete with other convection industries. This is due to the increasingly wide open flow of globalization for every business actor. The emergence of very fierce competition causes businesses to compete with each other to be able to face competition and gain a competitive advantage. Because of this, every company is required to be able to create products with the best specifications so that customer desires can be fulfilled. Any industry can survive if it has customers who are loyal to the products offered by the industry. Therefore paying attention to customer desires is the main goal of a business. If the customer's wishes are considered, the customer will feel that their expectations can be fulfilled (Kotler eta Armstrong 2008/). Customers who feel that their desires are taken care of will feel satisfied Satisfaction is the feeling of customers who feel that what is expected exceeds what they receive (Tjiptono 2007/). Customer satisfaction can also be interpreted as feeling happy about the products and services they buy (Buchari 2007/). The feeling of being satisfied with the product and the amount he has felt will make customers do positive things about these products and services (Lupiyoadi 2013/). Positive things that are usually done by satisfied customers are providing positive information about these products and services, recommending these products and services to other customers, inviting the

public to use these products and services (Qomariah 2016/). In other words, customers who are already satisfied will have a sense of loyalty to the products and services offered.

Customer loyalty is a customer who always makes repeat purchases, which in turn guarantees a stream of income for the company, has a tendency to buy more, is willing to pay a higher price, which will have a direct impact on the profits earned by the company. Another important element of loyalty is the support for a product or service that is manifested in a person's positive experiences and communications. One of the strongest forms of persuasion is someone's speech (Tjiptono eta Candra 2012/). Providing recommendations for a product or service from customers to others is a reflection of the high level of customer loyalty. There are several factors that increase customer loyalty. These factors include e-marketing and the quality of service provided by product and service providers.

The first factor that can increase customers to continue using the products and services that have been used is e-marketing. E-marketing is marketing done through computers (and other electronic goods such as laptops, gadgets) using a means of communication that aims to reduce marketing costs and increase the effectiveness of marketing efforts (Kotler eta Armstrong 2008/). E-marketing is the process of using cyberspace as a communication tool to complement the marketing activities that have been carried out so far. . Electronic marketing or electronic marketing is based on the application of existing marketing principles and techniques through electronic media and more specifically the internet. The terms marketing, internet marketing and online marketing, are often confused and are often seen as synonymous. E-marketing is the process of marketing brands using the internet. It includes the elements of both direct and indirect response marketing and the practice of using a variety of technologies to help connect businesses to customers. Thus e-marketing encompasses all business activities conducting via the worldwide web with the aim of attracting new business, maintaining current business and developing a unique brand. There are many benefits obtained by implementing e-marketing, including: wider prospect reach, there are cost savings, advertisements are delivered more personal, there is an increase in more active interactions.

Several studies on the relationship between e-marketing and customer loyalty have been conducted by several previous researchers. Research (Prasetya eta So 2014/) was conducted at marketing communication companies, the results showed that e-marketing and e-CRM have a positive influence on e-loyalty individually and simultaneously. (Supriyanto 2013/) conducted research on Online Soccer Jersey Business, the result is that social media and online marketing systems together have an impact on repeat purchases. (AL-Hawamdeh 2020/) conducted a study on 739 customers who use social media to purchase goods in Jordan, the results of his research show that social media can increase customer loyalty. (Ikhsana, Prisanto, eta Anggraini 2019/) conducted research with the theme of e-marketing communication, brand equity, and viewers loyalty, the results of their research show that e-marketing communication and brand equity have a strong effect on the loyalty of viewers on siaranku.com and have a

validity level that meets the requirements a study. (Dilham, Sofiyah, eta Muda 2018/) conducted a study with the theme of internet marketing, customer loyalty and brand awareness at female MSMEs in North Sumatra with a sample of 95 respondents and the result was that internet marketing had an impact on customer loyalty. Research (Habib 2019/) was conducted at PT. Bank BNI Syariah Medan Branch Office with the theme of social media marketing, loyalty intentions with the results of the research is that social media marketing variables have an influence on loyalty intentions. Research (Suardana et al. 2017/) found that many foreign tourists returned due to efforts through e-marketing in the tourist areas of Tulamben and Pemuteran. (Prasmara, Rachma, eta Primanto 2019/) conducted research with the theme of online marketing, e-service quality, e-loyalty and e-satisfaction at the Khayrsraf Online Shop, where the results showed that e-marketing had no impact on e-loyalty. (Fahrika, Rachma, eta Slamet 2019/) conducted research at Online Shop Joyism Malang with the theme of online marketing research, e-service quality, loyalty, and customer satisfaction with a population of 1253 customers and a sample size of 93 respondents, while the results showed online marketing and e-service quality has a positive impact on customer loyalty. (Fitriana 2019/) conducted research with the theme of e-marketing and e-CRM and customer loyalty at Bank Syariah Mandiri Pontianak Branch with 75 respondents and the results of the research were e-Marketing and e-CRM had a positive effect on e-customer loyalty.

The next factor that can increase customer loyalty is the quality of service provided by product and service providers. Service quality is a comprehensive assessment made by the customer for the service it receives. Service quality is a customer assessment of the service received. According to (Tjiptono eta Candra 2012/) that quality is considered as a measure of the perfection of a product or service which consists of design quality and conformity quality. Design quality is a specific function of a product or service, conformity quality is a measure of how much the level of conformity between a product or service and the requirements or quality specifications that have been previously set. According to (Parasuraman, Zeithaml, eta Berry 1985/) there are five indicators of service quality that are used as guidelines by customers in assessing service quality, namely: physical form, empathy, reliability, responsiveness, assurance. Providing good service to customers will provide a sense of satisfaction to customers. Satisfied customers will repurchase products and services. Customer loyalty is the tendency of customers to buy a product or use services provided by a company with a high level of consistency. Customer loyalty will be the key to success not only in the short term but in a sustainable competitive advantage. This is because customer loyalty has strategic value for the company. The rewards of loyalty are long term and cumulative. So the longer the loyalty of a customer, the greater the profit the company can get from a customer. Some of the indicators used to measure the customer loyalty variable are: making regular repeat purchases, making purchases outside the product / service line, recommending products / services to other customers (Griffin 2005/).

Many researchers have conducted several studies that link service quality with customer loyalty. Research of (Qomariah 2008/), (Dewi eta Rulirianto 2011/), (Qomariah 2012/), (Wayan et al. 2013/), (Saputra 2013/), (Hasniaty 2015/), .. (Djanas 2016/), (Mulyawan eta Rinawati 2016/), (Maskur, Qomariah, eta Nursaidah 2016/), (Iriyanti, Qomariah, eta Suharto 2016/), (Verriana eta Anshori 2017/), (Sutrisno, Cahyono, eta Qomariah 2017/), (Muzammil, Yunus, eta Darsono 2017/), (Qomariah 2018/), (Sofiaty, Qomariah, eta Hermawan 2018/), , (Mutmainnah 2018/), (Indarto et al. 2018/), (Ratnasari eta Gumanti 2019/), (Nursaid, Purnomo, eta Qomariah 2020/), (Lie et al. 2019/), (Subagja eta Susanto 2019/), (Soliha et al. 2019/), (Juanamasta et al. 2019/), (Muharmi eta Sari 2019/), (Surjaatmadja, Hubaib, eta Muda 2019/), (Purwati eta Hamzah 2019/), Qomariah et al., 2020), (Qomariah et al. 2020/), (Mendoza et al. 2020/) conduct research that links service quality with customer loyalty.

Babat District, Lamongan Regency is the center of the convection industry, one of which is serving orders for t-shirts. The T-shirt and screen printing industry in Tritunggal Village embraces at least 143 home industries and is divided into three clusters. The clusters are divided based on the number of workers in the industry. The large cluster has a capacity of 20-30 workers, the medium cluster is 10-15 people, while the small cluster only has 5-10 people (<http://noureihay.blogspot.com/2013/11/desa-tritunggal-kec-babat-kab-lamongan.html>). Arya Convection Babat Project, is an UMKM that is engaged in the convection business which also takes part in advancing the convection industry in Babat District, Lamongan Regency. With so many convection industries, competition in getting customers is also getting tighter. In order for customers to continue using the convection services from the UMKM Arya Convection Project, the leadership is required to continue to make various new breakthroughs such as the use of sophisticated and modern tools such as (digital printing, high speed sewing machines), formulating a vision and mission, and commitment. Therefore, the purpose of this study is to determine and analyze the effect of e-marketing and service quality on customer loyalty at the MSME Arya Convection Project. From the theory and previous research that has been described, the research hypotheses built in this study are:

H1: E-Marketing Has An Impact On Customer Loyalty

H2: Service Quality Affects Customer Loyalty.

II. RESEARCH METHODS

This type of research used in this research is quantitative research. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono 2013/). The population in this study were 100 customers of the UMKM Arya Project Convection. For 5 months (September 2019 - January 2020). The sample is part of the number and characteristics of the population. The sample in this study were customers of the Arya Project Convection for 5 months with a total of 100 customers. The sampling technique used in this study was

total sampling. Total sampling is a sampling technique equal to the population (Ghozali 2011/). Validity and reliability tests were conducted to test the measuring instrument in the form of a questionnaire. Multiple linear regression analysis is used to determine the effect of independent variables (e-marketing and service quality) on the dependent variable (customer loyalty). Partial significance test and simultaneously used t-test and F-test.

III. RESULTS AND DISCUSSION

Descriptive Statistical Analysis Results

Based on the descriptions of respondents on the basis of gender, the results showed that the majority of customers who became respondents were male 83 people (83%) and 17 women (17%). Based on the description of respondents on the basis of age, it can be seen that the majority of respondents at the company are <30 years old, namely as many as 53 people (53%). Second, respondents aged 30-40 years, as many as 19 people (19%). Finally, there were 28 respondents aged > 40 years (28%).

Results of Validity and Reliability Tests

The results of statistical calculations for the validity test are in table 1, which shows that the r-count value for all research variable indicators shows a number greater than the r-count value. Thus it can be concluded that all statements put forward in the questionnaire as a measuring tool are not valid. The results of the reliability test for the research variables are in table 2, which shows that the Cronbach alpha value for all variables has a value above 0.60, so it can be concluded that all lists of statements are reliable.

Table 1. Test Results of the Validity of Research Variables

Variable	Statement	r-Count	r- Table	Information
E-Marketing (X1)	X1.1	0.834	0.1966	Valid
	X1.2	0.900	0.1966	Valid
	X1.3	0.883	0.1966	Valid
	X1.4	0.722	0.1966	Valid
	X1.5	0.770	0.1966	Valid
Service Quality (X2)	X2.1	0.824	0.1966	Valid
	X2.2	0.682	0.1966	Valid
	X2.3	0.806	0.1966	Valid
	X2.4	0.805	0.1966	Valid
	X2.5	0.494	0.1966	Valid
Customer Loyalty (Y)	Y1	0.620	0.1966	Valid
	Y2	0.743	0.1966	Valid
	Y3	0.905	0.1966	Valid
	Y4	0.862	0.1966	Valid

Table 2. Research Variable Reliability Test Results

Variable	Alpha Value	Information
E-Marketing (X1)	0.810	Reliabel
Service Quality (X2)	0.786	Reliable
Customer Loyalty (Y)	0.811	Reliable

Hypothesis Testing Results and Determination Coefficient

Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable (Arikunto, 2006). The independent variables in this study are: e-marketing and service quality, while the dependent variable is: customer loyalty. The results of the multiple linear regression analysis are presented in Table 3, where the regression coefficient value for the e-marketing variable is 0.555 and the coefficient value for the service quality variable is 0.240. The constant value is -0.538. The significance value for the e-marketing variable is 0.000 and the significance value for the service quality variable is 0.000. Thus the equation that can be compiled from the results of these statistics is: $Y = 0.538 + 0.555.X1 + 0.240.X2 + e$. From the results of this analysis, it can be concluded that the first hypothesis which states that e-marketing has an effect on customer loyalty is accepted. Meanwhile, the second hypothesis which says that service quality affects customer loyalty is also accepted.

The results of the coefficient of determination are shown in Table 4 which shows that the value of the coefficient of determination shown by the R Square number is 0.722 which comes from (0.722×0.722) . In table 4, because there are two variables, using the R square means that 72.2% of the variance of customer loyalty can be explained by the variance of e-marketing and service quality, while the remaining 27.8% is explained by other variables not listed in this study. like trust and brand.

Table 3. Results of Multiple Linear Regression Analysis

Information	B	Std. Error	Beta	T	Sig.
(Constant)	-.538	1.109		-.485	.629
E-Marketing (X1)	.555	.052	.672	10.589	.000
Service Quality (X2)	.240	.056	.271	4.272	.000

Table 4. Results of the Analysis of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.722	.716	1.320

DISCUSSION

The Effect of E-Marketing on Customer Loyalty

The results of multiple linear regression analysis show that the coefficient value of the e-marketing variable is 0.555 with a t-count value of 10.589 which is greater than the t-count value. The significance value of the e-marketing variable appears to be 0,000 which is smaller than the required significance value of 0.005. From the results of this calculation, the hypothesis which states that the e-marketing variable has a positive and significant effect on customer loyalty is "accepted". E-marketing is an effort made by companies so that the wider community can get to know their products through the internet and other tools (Tjiptono eta Candra 2012/). Currently every company is required to be able to market its products through e-marketing because of the information and technology era. Companies that do not take advantage of e-marketing may not be recognized by the public. Information about marketed products can be accessed through online marketing media, so that the public will easily know the latest information about the product being offered. This new information will provide its own satisfaction for the product / service user community so that there will be a desire to use the product / service again. Research that also examines the problem of e-marketing with customer loyalty includes: (Supriyanto, 2013), (Prasetya & So, 2014), (Suardana et al., 2017), (Dilham et al., 2018), (Fahrika et al., 2019), (Fitriana, 2019), (Prasmara et al., 2019), (Habib, 2019), (Ikhsana et al., 2019), (AL-Hawamdeh, 2020).

The Effect of Quality Services on Customer Loyalty

The second hypothesis states that service quality variables have a positive effect on customer loyalty. Based on the results of hypothesis testing in table 4, it can be seen that the coefficient value of b2 is 0.240 with a significance value of 0.002 <0.05, which means that there is a positive and significant influence on customer quality variables on customer loyalty. The test results are in line with the hypothesis that has been made where there is a positive and significant effect of service quality on customer loyalty. The t-count value is 4.272 while the t-table value is 1.984. If t-count > t-table, the significance value is less than 5% and the second hypothesis is accepted. The better the quality of service provided by the company to customers, the greater the customer loyalty. Service quality is a customer assessment of the service received (Tjiptono & Candra, 2012). The services provided can be in the form of goods or services. Customers who get products and services that match their expectations, the customers will feel satisfied. Customers who are satisfied will make repeat purchases and will also recommend these products and services to other customers. Research that links service quality with customer loyalty includes: (Qomariah 2008/), (Dewi eta Rulirianto 2011/), (Qomariah 2012/), (Wayan et al. 2013/), (Saputra 2013/), (Hasniaty 2015/), ., (Djanas 2016/), (Mulyawan eta Rinawati 2016/), (Maskur, Qomariah, eta Nursaidah 2016/) (Iriyanti, Qomariah, eta Suharto 2016/), (Verriana eta Anshori 2017/), (Sutrisno, Cahyono, eta Qomariah 2017/), (Muzammil, Yunus, eta Darsono 2017/), (Qomariah 2018/), (Sofiati, Qomariah, eta Hermawan 2018/), , (Mutmainnah 2018/), (Indarto et al.

2018/), (Ratnasari eta Gumanti 2019/), (Nursaid, Purnomo, eta Qomariah 2020/), (Lie et al. 2019/), (Subagja eta Susanto 2019/), (Soliha et al. 2019/), (Juanamasta et al. 2019/), (Muharmi eta Sari 2019/), (Surjaatmadja, Hubaib, eta Muda 2019/), (Purwati eta Hamzah 2019/), (Qomariah et al., 2020), (Qomariah et al. 2020/), (Mendoza et al. 2020/).

IV. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The results showed that e-marketing had a positive and significant effect on customer loyalty of the Babat Convection Arya Project. Service quality variable has a positive and significant effect on customer loyalty in the Arya Convection Babat Project.

Suggestion

Suggestions that can be conveyed to the parties in this study are: company owners need to pay attention to e-marketing and service quality. The owner of this convection UMKM Arya Project must take advantage of current technology. With the existence of e-marketing, it is hoped that it can assist in informing and interacting directly with customers, expanding the reach of online marketing. With good quality service to customers, customers will always use these products and will not turn to other products. Research is expected to be able to carry out continuous research in order to see and assess any changes in respondent behavior from time to time.

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