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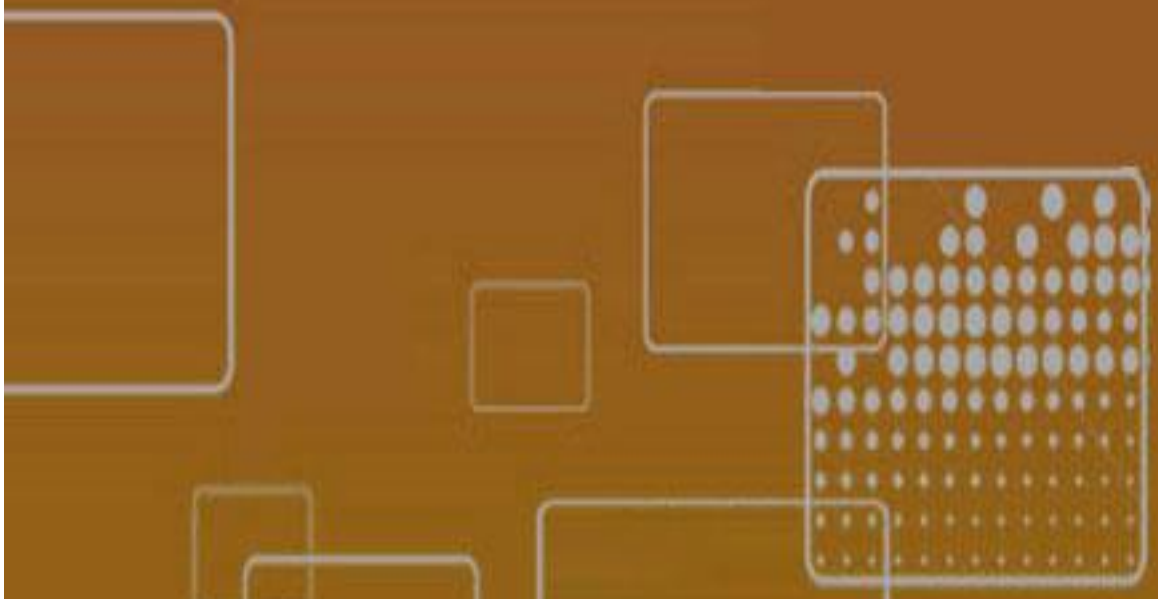

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Extraction And Optimization Of Extracellular Polysaccharide Production In Spirulina Platensis MK 343101

Nagananthini.G ,Rajapriya.S, Arivuvel amuthan P.S, Sivasankari.S, David Ravindran.A

Spirulina is a blue-green alga belonging to Oscillateriaceae family that typically grows in freshwater lakes, natural springs, and saltwater in subtropical and tropical climates. This blue-green alga is packed with nutrients. It has the outer layer made up of polysaccharide which is water-soluble known as extracellular polysaccharides (EPS), which possess various biological activities such as antitumor, antiviral, antioxidant and anticoagulant activity. Extraction of polysaccharides from Spirulina has been carried out by three different methods viz., hot water extraction, precipitation using ice-cold ethanol and combination of three different solvents methanol: ethanol: chloroform (2:2:2). Exopolysaccharide production was optimized by using Fractional Factorial Design.

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Big Data Clustering: A Comparative Study On Various Clustering Algorithms

G Ashok Kumar

Analysts classify big data as volume, velocity, and variety. Big data analysis explores intelligence from extremely wide variety of dynamic and complex data. Data cleaning is an essential step in big data analytics for easy prediction / decision making / clustering using data organizing tools. Clustering performs grouping of similar data from a population data set so that the data points in the same group show high degree of similarity between them than to the data points of other groups. Big data clustering help researchers to perform dimensionality reduction in complex problems, designing spam filters, identifying fraudulent or criminal behavior, performing Document analysis, classifying network traffic and helping Marketing /Sales analysis. The paper makes analysis of prominent big data clustering techniques in classifying data points belonging to different level of complexities.

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A Survey On Brain Tumor Detection Based On Structural MRI Using Machine Learning And Deep Learning Techniques.

Dhanashri Joshi, Hemlata Channe

Structural Magnetic Resonance Image (MRI) is a useful technique to examine the internal structure of the brain. MRI is widely used for brain tumor detection as it gives a clear picture of brain soft tissues. Brain tumor identification and classification is critical and time consuming task, generally performed by radiologists. Brain tumor of different sizes and shapes can occur in any person. Extraction of exact tumor region and analysis

of minute differences is difficult for humans. Digital image processing methodologies like preprocessing, segmentation and classification are useful to clinical experts for proper diagnosis of brain tumor types. This paper focuses on current trends in brain tumor detection using MRI images .Analysis of various state of the art machine learning and deep learning based methods is given. Available datasets and challenges are discussed. This extensive survey will be helpful for future research to develop better decision support system, beneficial to radiologists for accurate brain tumor diagnosis.

[View Full Paper] **[Download]** **[References]** **17-23**

Fully Interval Integer Transportation Problem For Finding Optimal Interval Solution Using Row- Column Minima Method

P. Indira, M. Jayalakshmi

A new approach namely, row-column minima method is suggested to find an optimal interval solution for fully interval integer transportation problem (FIITP). In the proposed method, the given FIITP is decomposed into two transportation problem as upper (UBITP) and lower (LBITP) and by applying row-column minima method so as to get the optimal interval solution. Fuzzy concept, midpoint, centre, width, interval ordering and multi-objective technique were not used. The proposed method is easier and also, simply because of arithmetic calculation. Using the proposed method, the numerical example is illustrated.

[View Full Paper] **[Download]** **[References]** **1777-1781**

The Impact Of Service Quality, Price, Products, And Trust On "Kober Mie Setan" Consumer Satisfaction

Viky Ariska, Nurul Qomariah, dan Bayu Wijayanti

This study aims to determine the effect of service quality, price, product, and trust influence partially and simultaneously on consumer satisfaction on Kober Mie Setan Jember, East Java, Indonesia. The population in this research are the customers of Kober Mie Setan Jember, the number of respondents around 80 people. The variables are around five variables. The tool used to analyze is multiple linear regression analysis. The results of the coefficient test of multiple linear regression analysis showed the positive influence of the services quality, price, products and the customer beliefs by simultaneous and partial of customer satisfaction on Kober Mie Setan Jember East Java Indonesia..

[View Full Paper] **[Download]** **[References]** **1782-1785**

The Impact Of Indonesian Culture On Hadhrami Community (Language- Cuisine - Dress - Architecture)

Mohammed Mustafa Ahmed Bin Sumait, Hussein Ali Hasan AL-Aidaros, Mohammed Ali Saeed Bladram

The social impact of cultures on communities has gained due attention In the literature. There are factors that get influenced among cultures and societies such as dress, language, cuisine and architecture. The development of the modern world is characterized and shaped through globalization. When it comes to globalizing cultures, diaspora plays a critical role in influencing and factors such as dress, language, cuisine and architecture among different cultures and societies. This study aims to investigate the influence of Indonesian culture on communities in Yemen particularly the Hadhrami community in the South of Yemen. Due to the diaspora of Hadhrami that began in the old era of hadhramout to many countries in the world including Indonesia, there are social and cultural influences observed among communities in hadhramout. Based on primary data through semi-structured interviews with individuals, and secondary data from the literature, this study aims at shedding the light on the influences of the Indonesian culture observed among the Hadhrami communities. The outcome of this research highlights the social and cultural effects on the local communities by the Indonesian culture.

[View Full Paper] [Download] [References] 1786-1791

Design And Implementation Of Cnn Adaptive Single Image Gradient Learner For Image Contrast Enhancement

Deepanjali Titariya, Rajeev Pandey, Shikha Agrawal

Due to camera resolution or any lighting condition, captured image are generally over-exposed or under-exposed conditions. So, there is need of some enhancement techniques that improvise these artifacts from recorded pictures or images. So, the objective of image enhancement and adjustment techniques is to improve the quality and characteristics of an image. In general terms, the enhancement of image distorts the original numerical values of an image. Therefore, it is required to design such enhancement technique that do not compromise with the quality of the image. Many research work have been done in this field. One among them is SICE methodology. Most of the existing SICE methods, adjust the tone curve to correct the contrast of an input image. But SICE doesn't work efficiently due to limited amount of information contained in a single image. In this paper, the Convolutional Neural Network (CNN) Adaptive Single Image Gradient Learner is proposed. By applying this technique, the input low contrast images are capable to adapt according to high quality enhancement accordingly over-exposed or underexposed input image. The result analysis shows that the developed CNN Adaptive Single Image Gradient Learner significantly advantages over existing methods.

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Performance And Emission Characteristics Of Ci Engine By Using Aluminum Nano Oxides With B20 Blended Bio Diesel In Diesel Fuel

Mr. Swapnil Vijay Ghogardare, Dr. Sanjeev Reddy K Hudgikar

The large energy demand has focused to find the best way of using conventional energy. Almost all today's energy demand in India is being met with fossil fuels. Due to this alternate fuels for engines should be made from local sources. Due to shortage of diesel fuel and its improved cost as well as dangerous emission emitted by CI engine, the use of biodiesel and its blends has gained significance over the past two decades due to its environmental and profitable benefits. Based on results obtained after experimentation the uses of biodiesel with diesel fuel improve engine performance and reduce emissions. The requirement to reduce emissions at the smallest level is to ensure safety for the public and also to the engine. Nanoparticles have been found to be well competent in emission control. There is a scope for performance achievement and pollution reduction with diesel, biodiesel as base fuel with Nanoparticles as stabilizer. Nanoparticles have been established to be well competent in pollution control.

[View Full Paper] [Download] [References] 3866-3869

The Impact Of Service Quality, Price, Products, And Trust On "Kober Mie Setan" Consumer Satisfaction

Viky Ariska, Nurul Qomariah, dan Bayu Wijayanti

Abstract— This study aims to determine the effect of service quality, price, product, and trust influence partially and simultaneously on consumer satisfaction on Kober Mie Setan Jember, East Java, Indonesia. The population in this research are the customers of Kober Mie Setan Jember, the number of respondents around 80 people. The variables are around five variables. The tool used to analyze is multiple linear regression analysis. The results of the coefficient test of multiple linear regression analysis showed the positive influence of the services quality, price, products and the customer beliefs by simultaneous and partial of customer satisfaction on Kober Mie Setan Jember East Java Indonesia..

Index Terms— quality service; price; product; trust; customer satisfaction.

1 INTRODUCTION

Business development in Indonesia shows that every business actor or company must face very tight competition and be increasingly competitive. The success of a company in achieving its goals depends on the ability of the company, especially management in running its business. Therefore, every business person must be able to place an orientation towards the ability to attract buyers to be able to buy the products and services offered to succeed in maintaining his business.Business ideas that never recede from buyers are food or culinary businesses. One of the keys to success in a culinary business or business is innovative and creative. Many culinary entrepreneurs have proven it. Some feel the success of the business is long enough so that they can get a big profit, and some enjoy business success for only a short time. However, only by maintaining the creativity and innovative culinary offered to customers, the culinary business can be maintained. The food industry in Indonesia experienced a growthofaround8.5% (https://industri.kontan.co.id/news/bisnis-makanan-tumbuh-85-di-tahun-2017). The industry growth of 8.5% is a good start for the development of the food and beverage industry in Indonesia. Growth of 8.5% includes the culinary industry in Indonesia. Noodle noodles are the food that most people like in Indonesia. This is proven by the consumption of noodles in Indonesia is still ranked number 2 in the world after China. This refers to the World Instant Noodles Association (WINA) report the consumption of instant noodles in Indonesia in 2017 reached a surprising amount of 12.62 billion. This succeeded in placing Indonesia as the second-largest instant noodle consumer in the world, surpassing Japan 5.66 billion servings, India 5.42 billion servings and Vietnam 2.06 billion servings. The top position is still occupied by China with a total consumption of 38.970 billion portions. It seems like Asian people really can't escape with instant noodles. 10 of the 15 countries in the top list issued by WINA, high consumption of instant noodles comes fromcountriesinAsia(https://www.goodnewsfromindonesia.id/2018/09/25/seberapa-besar-konsumsi-mie-instan- ndonesia .).

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The need for instant noodles is so big that it finally puts Indonesia as the number two consuming country of instant noodles in the world. This has caused many noodle-based food industries, including in this case the culinary noodles with the brand "Kober Mie Setan" which again skyrocketed among noodle culinary fans in Indonesia. With the proliferation of culinary businesses made from noodles, this causes competition in the culinary industry with many noodle ingredients getting very sharp competition from fellow culinary owners of these noodles. Because of this, the people or culinary business voters who come from these noodles must be able to provide satisfaction to their customers so that the culinary industry that they are involved in can survive amid increasingly fierce business competition. According to [3] consumer satisfaction is a feeling of pleasure or disappointment someone who comes from the comparison between his impression of the performance or results of a product and its expectations. Increased customer satisfaction is needed in increasingly fierce market competition. Companies that have been able to satisfy consumers and have loyal customers tend to be able to survive in changing economic conditions [4]. In this era of increasingly fierce competition, one way to get loyal customers is by satisfying consumer needs consistently from time to time. Many factors can increase customer satisfaction. The first factor that can make customers satisfied is the quality of service provided by the service provider. Service quality is expressed as a measure of how well the level of service provided can match customer expectations [5]. Based on this definition, service quality is determined by the company's ability to meet the needs and desires of customers by customer expectations. In other words, the main factors affecting service quality are the services that customers expect and the perceptions of services. Much research has been done between service quality and customer satisfaction [6] [7], [8], [9], [10], [11], [12], [13]. The price factor of goods can also make customers feel satisfied after buying and feeling a product or service. Price is something that is valued by a certain amount of money [4]. According to [14] prices are monetary units or other measures (including other goods or services) exchanged to obtain ownership or use rights of an item or service. There have been many studies on satisfaction and prices of these [15], [8], [13], (Iriyanti, Qomariah, and Suharto 2016) the result is that the price by the quality of the product offered can increase customer satisfaction. The resulting product factor can also increase customer satisfaction. Products are the focal

point of marketing activities because the product is the result of a company that can be offered to the market for consumption and is a tool of a company to achieve the goals of the company [17]. Price is one of the marketing elements that provide income or approach for the company, price is also a component that directly influences the company's profit [18]. The product is the focal point of marketing activities because the product is the result of a company that can be offered to the market for consumption and is a tool of a company to achieve the objectives of the company. A product must have advantages over other products both in terms of quality, design, shape, size, packaging, service, warranty, and taste to attract consumers to try and buy the product. Understanding the product is everything that can be offered to the market to get attention, bought, used, or consumed that can satisfy the desires or needs [19]. Research on products related to satisfaction is research conducted (Iriyanti, Qomariah, and Suharto 2016), [21] which results in good products that can increase customer satisfaction.The trust factor is also a variable that can increase customer satisfaction. Trust is Consumer trust is all knowledge about objects, attributes, and benefits. Objects can be products, people, companies, and everything in which a person has an attitude of confidence. Attributes are characteristics or features that objects may have. Two broad attribute classes have been identified previously. Intrinsic attributes are anything that relates to the actual nature of the product, while extrinsic attributes are everything obtained from the external aspects of the product, such as brand names, packaging, and labels. Finally, benefits are positive results that attribute to consumers [22]. Research that links trust with customer satisfaction is rarely done. But there are several studies including [11] whose results state that trust can make consumers satisfied. Food that is widely circulating in the market and is being hunted by culinary lovers right now is spicy food. The phenomenon that is rife in Indonesian society today, they are looking for spicy-flavored food in the form of large meals meaning rice and side dishes to noodles. The existence of chilies as a spice to complement food flavors is now becoming increasingly popular with many food manufacturers offering a variety of spicy foods. One of them is a creative and innovative culinary business in East Java, there is a culinary namely Kober Mie Setan which offers chicken noodle products that are made with a spicy flavor. Kober Mie Setan, based in Malang City, is a business that starts from trial and error or just free time. Kober is an abbreviation of playgroup, which means a gathering place for communities (automotive communication in Malang City). The name is somewhat unique and creepy to make people curious and enthusiastic to visit the place. Kober Mie Setan offers noodle food products with various levels of spiciness to choose from and a variety of drinks that are not less scary also its name. On 20 August 2014 the "Kober Mie Setan" partner of Jember City, located in Jalan Karimata No.67, Jember City was officially opened and located in the campus area, so that the market share or majority of consumers were students or young people. The distinctive feature of this product is the strong nuance and image that people try to instill, namely the impression of horror and mysticism. From time to time "Kober Mie Setan" always adds to its product innovation so that consumers do not get bored with the products offered. "Kober Mie Setan" always maintains the quality of products ranging from raw materials to serving food. If in another place, the spicy noodle culinary business is like an ordinary stall, "Kober Mie Setan" Jalan Karimata No. 67 The city of Jember is made more interesting and different from other places. Low prices by the public pocket. This must be maintained or improved because it can threaten the long-standing of Kober Mie Setan, therefore every restaurant is advised to be responsive about what needs to be maintained or changed in the face of fierce competition. The competition faced by many of Kober Mie Setan Jember makes them have to be more innovative than other competitors and also must pay attention to customer satisfaction. Based on the background and theory as well as the research that has been done by several researchers, the purpose of this study is to determine the effect of service quality, prices, products and trust in "Kober Mie Setan" customer satisfaction in Jember Regency.

RESEARCH METHODS

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions [23]. The population used in this study are customers who have visited Kober Mie Setan Jember whose numbers are unknown. The ideal and representative sample size is between 10 to 20 each independent variable [24]. Because this study uses 4 independent variables and the selected sample size is 20, the sample that can be taken in this study is 20 x 4 = 80. So the number of samples in this study was 80 respondents. The sampling technique used in this study was purposive sampling. The independent variable in this study is service quality, price, product, and trust, while the dependent variable is customer satisfaction. A validity test is intended to determine the extent of the validity of the data obtained from questionnaires. The reliability test is used to test the ability of a measurement result to be relatively consistent if the measurement is repeated twice or more [25]. Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable.

RESULTS AND DISCUSSION

Descriptive Respondent Statistics

The results of calculations based on respondents by gender obtained by respondents female sex numbered 53 (66%) people and male respondents 27 (34%) people. The results of calculations based on the frequency of purchases from customers, it is known that respondents with a purchase of 4 times as many as 7 people or 8.8%, 5 times the amount of 13 people or 16.3%, 6 times the purchase of 10 people or 12.5%, 7 times totaling 12 or 15.0%, buying 8 times totaling 13 people or 16.3%, purchasing 9 times totaling 13 people or 16.3%, purchasing 10 times totaling 12 people or 15.0 of the total respondents totaling 80 person. Respondents with an age level can be seen that respondents age less than 20 years amounted to 34 people or 42.5%, respondents aged 21 years to 30 years amounted to 46 people or 57.5% of the total respondents numbering 80 people.

Validity Test and Reliability Test Results

The results of data analysis obtained from comparing the r count with the table of 0.219. The analysis shows that each indicator of the total construct score of each variable shows valid results because r count> r table. So it can be concluded that all statement items are declared valid. Based on the results of the analysis shows that the results of all the variables have sufficient Alpha coefficients or meet the criteria

to be said to be reliable that is> 0.60, so for the next items on each concept of the variable is feasible to be used as a measuring tool.

Results of Multiple Linear Regression Analysis

Table 1: Results of Multiple Linear Regression Analysis

No.	Variable	Regression Coefficient	Standart Error
1.	A constant	-1,048	1,271
2.	Services Qulity (X1)	0,049	0,015
3.	Price (X2)	0,417	0,081
4.	Product (X3)	0,296	0,102
5.	Trust(X4)	0,160	0,078

Source: Processed Data.

In table 1 shows regression analysis is used to test hypotheses about the effect of partially and simultaneously independent variables on the dependent variable. Based on the estimation of multiple linear regression with SPSS program version 23.0, it is obtained as follows: Y = -1,048+ 0.049 X1 + 0.417 X2 + 0.296 X3 + 0.160 X4 + e. The results of the SPSS output can be seen that the coefficient of determination or Adjusted R Square of 0.671 or 67.1%. This shows that the variables studied (service quality, price, product, and trust) have an influence on customer satisfaction by 32.9% influenced by other variables outside this model.

Discussion

Effect of Service Quality on Consumer Satisfaction.

The results of hypothesis testing have proven that there is an influence of service quality on customer satisfaction, this is evidenced by the significant level of service quality (X1) has a value of 3,320> 1,665 and significance of 0.001 <0.05. So it can be concluded that "Kober Mie Setan Jember" has provided good quality service to customers so that customers feel satisfied. Customers who feel good service from service providers will feel that their expectations exceed the performance provided by service providers [4]. If the service provider provides good service, it will increase customer satisfaction. The results of this study support the results of previous studies conducted by [6] [7], [8], [9], [10], [11], [12], [13].

Effect of Prices on Consumer Satisfaction.

The results of hypothesis testing have proven there is an effect of prices on customer satisfaction. Through the results of calculations that have been obtained a significance level of having a value of t 5.145> 1.665 and significance 0.000 <0.05, which means that the hypothesis states that price affects customer satisfaction is accepted. This statistical test proves that the influence that includes an affordable price, the price offered according to product quality, and the price of being able to compete with competitors has an influence on customer satisfaction. If the goods offered are by what the customer expects, the customer will be [26]. The results of this study support the results of previous studies conducted by [15], [8], [13], (Iriyanti, Qomariah, and Suharto 2016).

Effect of Products on Consumer Satisfaction

The results of hypothesis testing have proven there is a product effect on customer satisfaction. Through the results of calculations that have been obtained obtained a significance level of t value of 2.896> 1.665 and significance of 0.005 <0.05, which means the hypothesis is accepted. This statistical test proves that there is an influence which includes the image of taste, the product presented, and the texture of the product has an influence on customer satisfaction. The results of this study support the results of previous studies conducted by (Iriyanti, Qomariah, and Suharto 2016), [21] which states that the product has a positive and significant effect on customer satisfaction.

Effect of Trust on Consumer Satisfaction

The results of hypothesis testing have proven the influence of trust on customer satisfaction. Through the results of calculations that have been obtained the level of significance has a value of t 2.054> 1.665 and significance 0.043 <0.05 which means the hypothesis is accepted. This statistical test proves that there are influences that include honest employees, employees who are responsible and have a good reputation influence customer satisfaction. The results of this study support the results of previous research conducted by [11] which states that trust has a positive and significant effect on consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

With statistical testing that has been done, the following conclusions can be drawn:

a. Quality of service has a positive and significant effect on customer satisfaction Kober Mie Setan Jember on Kober Mie Setan Jember customers. This proves that with a good quality of service will increase customer satisfaction.
b. Price has a positive and significant effect on Kober Mie Setan Jember consumer satisfaction on Kober Mie Setan Jember customers. This proves that with the price by the quality of the product it will increase consumer satisfaction.
c. The product has a positive and significant effect on Kober Mie Setan Jember consumer satisfaction on Kober Mie Setan Jember customers. This proves that with a quality product it will increase customer satisfaction.
d. Trust has a positive and significant influence on Kober Mie Setan Jember consumer satisfaction on Kober Mie Setan Jember customers. This proves that the existence of trust that can be trusted by consumers will increase consumer satisfaction.
e. Service quality, price, product, price, and trust have a positive and significant effect on Kober Mie Setan Jember consumer satisfaction on Kober Mie Setan Jember customers.

Suggestion

Based on the results of the previous discussion, the researchers took the conclusions set above and provided some suggestions that could be considered by Kober Mie Setan Jember business owners to further develop their businesses, including:

a. Kober Mie Setan Jember should increase customer service quality, price, product, and trust in an effort to increase customer satisfaction so that by paying more attention to the quality of service quality, price, product, and trust, it is hoped that it will eventually be able to increase customer satisfaction so that it gets better.
b. For future research, it is suggested to examine other places that may experience problems similar to those of Kober Mie Setan, adding or replacing other independent variables besides service quality, price, product, and trust which can certainly influence the dependent variable of customer satisfaction so that more complete this study because there are still other independent variables outside this study that might affect customer satisfaction.

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