



The Role Of Product Quality Implementation In The Success Of Operational Activities In Tenants Guarded By The Information Technology Business Incubator Maleo Techno Center

Astrid Wahdini ¹⁾; Sulaeman Miru ²⁾; Syamsuddin ³⁾; Kadek Agus Dwiwijaya ⁴⁾

^{1,2,3,4)} *Management Study Program, Faculty of Economics and Business, Tadulako University, Indonesia*

Email : ¹⁾ Astridwahdini22@gmail.com ; ²⁾ Sulaemanmiru@untad.ac.id ; ³⁾ Syamsuddin@untad.ac.id

⁴⁾ kadekagus@untad.ac.id

How to Cite :

Wahdini, A., Miru, S., Syamsuddin., Dwiwijaya, K, A. (2026). The Role Of Product Quality Implementation In The Success Of Operational Activities In Tenants Guarded By The Information Technology Business Incubator Maleo Techno Center . EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(1). doi: <https://doi.org/10.37676/ekombis.v14i1>

ARTICLE HISTORY

Received [27 July 2025]

Revised [15 January 2026]

Accepted [24 January 2026]

KEYWORDS

Product Quality, Information Technology Business Incubator Maleo Techno Center, Incubation, Operational Success, Tenant Business Development. Eight Dimensions Of Garvin Quality,

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

The implementation of product quality is important in the success of operational activities in tenants fostered by the information technology business incubator. This study aims to analyze the implementation of product quality in the success of operational activities in tenants fostered by the Maleo Techno Center Information Technology Business Incubator. This study was conducted on tenants fostered by the Maleo Techno Center Information Technology Business Incubator by applying a qualitative descriptive method through interviews by assessing eight dimensions of quality according to David A. Garvin. The results of this study indicate that the eight dimensions of quality, namely the dimensions of performance, features, reliability, suitability, durability, service capability, aesthetics, perceived quality have been implemented effectively, but the performance dimension is the most dominant dimension and has a direct influence on operational success. The implementation of product quality in the incubation program not only helps tenant business development, but also creates a sustainable impact.

INTRODUCTION

The general form of presenting data or analysis results can be narrative, which is the most conventional way of presenting. The aim of this method is to be able to summarize or draw the essence of a number of available data to be presented in narrative form so that it is easily understood by data users (Safithri et al., 2023) . Data analysis is a systematic process of searching and compiling data obtained through interviews, observation and documentation. This step includes grouping data into categories, breaking it down into units, synthesizing, compiling patterns, selecting important information, and drawing conclusions so that it is more easily

understood by researchers and other people (Devi Nurfatimah et al., 2024) . The data that is successfully obtained and collected during the research will be directly processed by the researcher so that the results of the research can be known (Syamsuddin et al., 2024) . This research was prepared by providing an explanation of the background to the research, literature review, research methodology, results and discussion as well as conclusions (Muslimin et al., 2021) .

One of the challenges facing the economy in Indonesia is the increasing number of unemployed. Currently, the open unemployment rate in Indonesia is still quite high, which is around 7.07% (Virgiawan, 2024) . This is certainly not good news and must be a priority to find a solution. With increasing unemployment in Indonesia and increasingly tight job competition, the younger generation is expected to be more creative and innovative in finding work (Virgiawan, 2024) .

The level of entrepreneurship in Indonesia is still quite low. Data from the Global Entrepreneurship Index (GEI) released in 2019 shows that Indonesia only has 26% entrepreneurs from various job sectors (Virgiawan, 2024) . A positive attitude towards entrepreneurship is very important for people who want to become successful entrepreneurs, this positive attitude can encourage them to actively seek opportunities to learn about entrepreneurship and be willing to take risks (Afiat et al., 2023) . Holding training programs for skills and opening up new job opportunities will be very important to reduce the unemployment rate (Suparman & Muzakir, 2023) .

Integrating Information and Communication Technology also requires full support and resources to implement new ways based on this technology and mobilize human and financial resources to facilitate its implementation, as it has the potential to disrupt established habits (Furqan et al., 2023) . The government can be directly involved in e-commerce related to business transactions involving the government, so that it can have an impact on the business atmosphere where business to business transactions occur. (Zahra et al., 2021) .

Micro, small, and medium enterprises are an important part of business in Indonesia, which have a large capacity to support the national economy. Business incubators are one solution to help the growth and development of micro, small, and medium enterprises (Sitorus et al., 2023) . In a business incubator, tenants carry out incubation activities that aim to provide support to tenants. This is done so that tenants can overcome the problems they face properly (Hurriati et al., 2024) . The services offered by the company to customers while they are at the location are considered to have very high quality standards (Prawira & Fachri, 2025) .

Evaluation of the overall performance of the incubator is very important because the incubator has a significant role in the development of tenants' businesses, which ultimately has an impact on the economic growth of a country. Evaluating the performance of the incubator is important for improvement and enhancement of quality in the future. Good incubator quality can increase the probability of success in fostering tenants (Puspita & Matsuni, 2022) .

Thus, this study aims to analyze how the implementation of product quality affects the success of operational activities in tenants fostered by the Maleo Techno Center Information Technology Business Incubator. The results of this study are expected to be a reference and also a plan in the development of business incubator institutions.

LITERATURE REVIEW

Operational Management

Operational Management is a field in business that focuses on how goods and services are produced, and ensuring that business operations run effectively and efficiently. An operations manager is responsible for managing the processes that convert inputs such as materials, labor, and energy into outputs in the form of goods and services (Azara, 2020) . The functions of operational management include:

a. Planning Function

In planning, operations managers establish objectives for the organization's operational subsystems, and develop the programs, policies, and procedures necessary to achieve those objectives. This step includes determining the role and focus of operations, including product planning, infrastructure, and use of production resources.

b. Organizing Function

In the organizing function, the operations manager determines the organizational structure within the operations subsystem so that the organization's goals can be achieved. In addition, the operations manager also evaluates the resource needs needed to achieve the operations goals and regulates the authority and responsibility needed in its implementation.

c. Movement Function

The driving function includes the role of operations management in leading, supervising and motivating employees to carry out their duties.

d. Control Function

In this case, operations management plays a role in creating the standards and communication networks needed to ensure that organizing and mobilizing are in accordance with existing plans and to achieve goals.

There are several interrelated aspects in operational management, including: a) Structural Aspects, which relate to the arrangement of components to build an operational management system that interacts with each other. b) Functional Aspects, which relate to the management and organization of all structural components and their interactions from planning, implementation, control to improvement to achieve optimal performance. c) Environmental Aspects, which in operational management concern the importance of paying attention to developments and trends that are closely related to the environment (Azara, 2020) .

Business Incubator

A business incubator is an organization that provides facilities and assists in business development, both in management and technology, for small and medium enterprises. The aim is to improve and develop new business activities and products so that they can develop into strong entrepreneurs and competitive products within a certain period of time (Wajidi et al., 2020) .

Support from incubators not only covers funding aspects (finding investors), but also provides mentoring, infrastructure support, sustainability guarantees, and access to find collaboration partners (Sucipto et al., 2023) .

Business incubators act as a bridge between innovative ideas and markets, accelerating innovation, and helping entrepreneurs face challenges in an increasingly competitive marketplace. Incubators offer coaching, training, and mentoring for aspiring entrepreneurs, as well as developing innovative and productive start-up entrepreneurs. Services provided by incubators include production, marketing, human resources, and management, financing, and technology and design (Assistant Deputy for Information Technology Development and Business Incubation, 2023) .

Incubation

Based on the Decree of the Minister of Cooperatives and SMEs No. 81.3/Kep/M.KUKM/VIII/2002, it is explained that the incubation process is a form of coaching for small and medium enterprises and the development of new products carried out by business incubators in terms of providing business facilities and infrastructure, business development and management and technology support. Business incubation is needed in the new global economy, which is driven by rapid and significant changes in technology, telecommunications, and digitalization as well as deregulation and globalization. These changes require adaptation

from all parties ranging from the scale of the country, companies or organizations, to individuals (Wajdi et al., 2020) .

The quality of the implementation of SME incubation must be routinely, periodically and continuously improved. Therefore, a strategy to improve the implementation of SME incubation needs to be implemented. This strategy is intended to overcome the problems faced by incubators in implementing SME incubation. Some of the main aspects that must be considered are pre-incubation activity socialization, tenant selection, training implementation, product development, production process, product standardization, commercialization, access to capital, legality and market expansion (Wajdi et al., 2020) .

The purpose of incubation, according to (Assistant Deputy for Information Technology Development and Business Incubation, 2023) is to create new businesses, strengthen and develop MSMEs, and optimize Human Resources and Science and Technology. The incubation process is divided into three stages, namely pre-incubation, Incubation, and post-incubation. With the various supports provided, incubation creates a supportive environment for young entrepreneurs to achieve success.

Quality

Quality can be used as a reference in assessing a product, be it goods or services for consumers. This is because quality is a key factor that influences consumer product choices. Quality is a characteristic or characteristic of goods or services that can provide satisfaction to consumers (Mubarak & Fauziah, 2023) . Reliability, responsiveness, certainty, empathy, and physical evidence are the main indicators that can determine service quality (History, 2025) .

David A. Garvin stated that the quality dimension consists of eight dimensions which were also agreed upon by Nasution (Mubarak & Fauziah, 2023) , namely as follows:

1. Performance
It is the main characteristic of the core product.
2. Features (Special Features)
It is a complementary or additional characteristic.
3. Reliability
It is the level of possibility of failure of use.
4. Conformance (Conformity)
It is the level of product conformity to previously established specifications in accordance with customer desires.
5. Durability (Durability)
It is the durability of the product when used.
6. Serviceability (Service Ability)
Covers speed, competence, comfort, and ease in maintenance and handling complaints related to the product.
7. Aesthetics (Aesthetics)
This is related to the shape, taste and appeal of the product.
8. Perceived Quality (Perceived Quality)
This is related to the image and reputation of the product as well as the responsibility of the Company.

METHODS

Research methods are steps or ways used scientifically by researchers to obtain relevant data and information with the aim of answering questions or testing hypotheses in a study. The method used in this study is descriptive qualitative with the aim of obtaining detailed and in-depth data from informants.

The types of data used in this study are sourced from secondary data and primary data. Secondary data in this study were obtained from a literature review. While primary data were obtained through interviews. This study was conducted at the Information Technology Business Incubator (IBTI) Maleo Techno Center, located in Palu City, Central Sulawesi Province.

This study involved 3 tenants who participated in the incubation program at the Maleo Techno Center Business Incubator, as shown in table 1. (Tenant List).

Table 1. List of Tenants

No	Tenant Name
1	Local Accountant
2	Mosikola
3	Sustainable

RESULTS

Business mentoring is very important in today's era, especially with the rise of social media. The Maleo Techno Center Information Technology Business Incubator is an incubator institution located in Central Sulawesi province. Established in 2013, the Information Technology Business Incubator is known as the "Maleo Techno Center" which was named by the Ministry of Industry, the Industry and Trade Office of Central Sulawesi Province, through the MOU for the Development of Information Technology Business Incubators in Central Sulawesi. Currently, the management of the Information Technology Business Incubator is fully under the supervision of the Industry and Trade Office of Central Sulawesi Province, especially in the Field of Industrial Development and Guidance.

There are several types of services provided at the Maleo Techno Center Information Technology Business Incubator including Infrastructure, Funding, Business Support , and Networking . In addition, the Maleo Techno Center Information Technology Business Incubator also carries out an incubation program for tenants fostered by IBTI Maleo Techno Center. Incubation is a process of coaching, mentoring, and business development provided by an incubator institution to tenants. There are three stages of incubation, namely:

- Pre Incubation
- Incubation
- Post Incubation

Product quality is one of the important things in the success of operational activities, according to David A. Garvin in his theory formulates eight dimensions of quality, namely performance, features, reliability, conformity, durability, service ability, aesthetics, and perceived quality. Based on the results of interviews with 3 respondents using the theory, it can be described as follows:

Table 2. Interview Results

Eight Dimensions of Quality	Respondent 1 (Local Accountant)	Respondent 2 (Mosikola)	Respondent 3 (Sustainable)
Performance	The performance of the Maleo Techno Center Information Technology Business Incubator can be said to be effective	The Maleo Techno Center Information Technology Business Incubator Institution helps tenants well in	The incubation program carried out by the Maleo Techno Center Information Technology Business

	because the services and assistance provided are targeted and relevant according to business needs, resulting in improvements in product development and marketing strategies as well as better operational efficiency.	increasing business needs such as <i>brand awareness</i> through digital marketing strategies, marketing content and financial management. In addition, this program also supports product development by improving quality and features for tenant businesses.	Incubator institution can be said to be effective because it helps tenant businesses through incubation activities that include mentoring and assistance regarding business development strategies so that tenants can achieve their predetermined business targets.
Feature	The features provided by the Maleo Techno Center Information Technology Business Incubator are in the form of workspaces, computers, and monitoring to training that greatly assist tenants in understanding business strategies. Although, the incubator institution has provided good features, it is still recommended that the incubator institution provide or have its own platform in order to expand market access for tenants.	The features provided are incubation programs that include mentoring, training, <i>networking</i> , <i>coworking space</i> that supports tenant development. As well as good workspaces, mentoring rooms.	The main features provided include mentoring, training, <i>networking</i> , and weekly progressive assistance. This feature is very useful in helping tenants determine things that need to be considered in the tenant's business. In addition, facilities such as workspaces are also available.
Reliability	The Maleo Techno Center Information Technology Business Incubator has a dimension of reliability in the form of a workspace that is always ready to be used by tenants and mentoring support is available when needed, in addition, a good and fast response is always given by the incubator institution even though there are some schedule adjustments when incubation activities are	Mentoring services, training, and facilities that have been provided run consistently and according to the incubation schedule. The Information Technology Business Incubator Team is also responsive in providing solutions to tenant business problems. However, the level of discipline of some tenants in attending mentoring	The program provided runs consistently, with a predetermined mentoring schedule even though there are some mentoring schedules that are delayed by several hours. This ensures that tenants receive regular mentoring, thereby increasing effectiveness in business development.

	carried out.	sessions is still an obstacle that can be improved with a reminder system or incentives for punctual attendance.	
Compliance	The services provided are in the form of training (provision of materials and practice) and mentoring by the incubator institution according to what the tenants need in developing their business and facing their business challenges.	Training and mentoring materials have been adjusted to applicable industry standards, especially for tenant businesses. The materials provided are designed to address challenges in building and developing new businesses such as marketing, operations and financial management.	The materials provided by the Maleo Techno Center Information Technology Business Incubator are very good and are designed to address the challenges faced by tenants. This shows that the programs or materials provided are not only theoretical but also practical and can be applied in business operations.
Resilience	The incubation program that was carried out provided a positive impact that could be felt by the tenants until the incubation program was completed. The positive impact was in the form of providing materials and training on business development such as marketing strategies that tenants still apply to their businesses.	The benefits of this incubation program are felt until the incubation program ends. Tenants can practice the results of incubation activities on tenant businesses such as developing skills in business management, decision making, and financial management strategies that help business operations in the long term.	The program provided has a positive impact until the program is completed. The training and mentoring provided is beneficial for business operations.
Service Ability	The maleo techno center information technology business incubator institution provides assistance or services with good responsiveness to their tenants. In addition, the incubator institution facilitates access to services through clear mentoring procedures	The Maleo Techno Center Information Technology Business Incubator Institution has a good and fast response rate to tenant needs. When tenants face obstacles or challenges to their business, the support team provides solutions to tenants.	The Maleo Techno Center Information Technology Business Incubator Institution provides a fast and very helpful response when tenants face problems or challenges, this makes it easier for tenants to get solutions.

	for information technology business incubator tenants.	Access to workspace and support is also available when needed, although tenants propose extending <i>the coworking space's operating hours</i> to support work flexibility.	
Aesthetics	The Information Technology Business Incubator Institute provides a safe, peaceful and comfortable working environment during the incubation program so as to support tenant productivity. In addition, the design of facilities such as the layout of the work space and the incubation program activity space is good so as to provide comfort to tenants while receiving mentoring materials.	The workspace provided by the Maleo Techno Center Information Technology Business Incubator is well designed and supports productivity. Facilities such as workspace and training provide comfort for tenants when running business operations.	The working environment and facilities provided are very comfortable. Good room design and comfort create a conducive atmosphere when incubating and working activities.
Perceived Quality	The program provided by the incubator institution is very qualified because of the program, tenants can understand and understand to innovate products or businesses and the sustainability of the business owned by the tenant. So that informants recommend the incubator institution to other business people or business people who are new to the business world because the incubator institution program can help business people to develop their business.	Tenants have a positive perception of the services and programs provided by the Maleo Techno Center Information Technology Business Incubator. The extensive network offered by the incubator, including access to experienced entrepreneurs, investors, and mentors, provides real benefits in developing tenant businesses.	Overall, the tenant experience of the program provided by the Maleo Techno Center Information Technology Business Incubator institution is very good and positive. This program is considered quite helpful and very good in supporting the development of tenant businesses.

DISCUSSION

Since the Covid-19 pandemic, all areas of life have experienced a major impact, including the economic aspect, which has prompted governments from various countries including Indonesia to implement social restrictions. This social restriction policy affects business actors, so business actors must adjust their strategies and implement new strategies by utilizing online-based information and delivery services (Lutfi et al., 2020) . Business actors not only need to focus on regular customers but also need to find ways to attract new customers without determining specific criteria to become regular customers (Zahara, 2022) .

The increasingly widespread use of information technology can be seen from how this technology is used (Karim & Laupe, 2023) . The rapid development of application technology, especially on smartphones with operating systems, has had a major impact on various sectors (Zahara et al., 2021) . In recent years, many companies have begun to implement digitalization as one of the strategies implemented. Digitalization has also dominated many fields such as marketing, consumers, industry, E-Commerce, Mobile Devices, Smart Products, Internet of Things , and Artificial Intelligence (Syamsul Bachri, et al., 2023) . Utilization of digital resources through digital marketing is an important choice to be able to reach consumers, build interactions with consumers directly and ultimately achieve consumer satisfaction (Zahara et al., 2023) . Current technological developments make it easier for consumers to share their shopping experiences and use products so that, in this way, purchases on social media can be considered a new form of consumption that stands out digitally (Fadjar et al., 2022) .

Quality products are one of the basic ideas in marketing that have a major impact on customer satisfaction, loyalty, and business sustainability (Vera Maria et al., 2024) . Each dimension of product quality has been consistently implemented and has a positive impact on the progress of tenant businesses. In terms of performance, incubators are able to provide support that is in accordance with the operational needs of tenants, including digital marketing strategies and strengthening brand awareness. The features in the incubation program offered are also relevant, such as mentoring, training, workspace, and assistance that make it easier for tenants to design and develop their businesses.

From the reliability dimension, respondents stated that the incubation program was running well although there were some minor problems with the schedule adjustments that were still acceptable. The incubator showed a high level of responsiveness in assisting tenants who faced problems in their business. The suitability of the training materials with industry demands was an advantage, because it was designed to address the challenges faced by tenants. Meanwhile, the resilience dimension of the incubation program was seen from the long-term impacts that were still felt by tenants after the incubation program ended.

In terms of service capability dimensions, tenants feel very helped by the speed and clarity of the procedures applied. Comfortable workspaces and layouts that support productivity levels also fulfill the aesthetic element which is one of the important factors in work comfort. The last dimension, namely the quality perceived towards the program as a whole, is very positive. Tenants feel they have gained valuable learning experiences and useful business networks, which ultimately help them to be better prepared to face market challenges and improve business sustainability.

CONCLUSION

From the interview results, the most dominant dimension of the eight dimensions of quality according to David A. Garvin is the performance dimension. This can be seen from all respondents who clearly emphasize the effectiveness of the performance of IBTI Maleo Techno Center. Respondents said that the services and assistance provided were directed and in accordance with the needs of the tenant's business, this shows that the performance dimension

not only exists but is also the main focus in the tenant experience. The influence of performance is not only felt during the incubation program, but also continues after the incubation program is completed. The other seven dimensions of quality tend to function as supporters, not as the main factor in achieving the operational success of tenants.

The feature dimension is considered as a complement to services such as workspace and training, but is not considered as a determining factor for tenant business development. The reliability and service capability dimensions are also appreciated by tenants but both are more indicative of process consistency than the final results achieved. On the other hand, the suitability and durability dimensions are needed but these two dimensions serve as proof that the program is running effectively. Meanwhile, the aesthetic and perceived quality dimensions are related to the tenant experience and the image of the program. Therefore, the other seven (7) dimensions are considered not dominant because they are indirect and do not provide a visible influence on tenant business development and function more as complements or supporters of the main performance of the program.

SUGGESTION

This research is dependent on only three tenants fostered by the Maleo Techno Center Information Technology Business Incubator. If the number of samples is greater and includes all tenants fostered by the Maleo Techno Center Information Technology Business Incubator, it may be beneficial for further research. Based on the results of this study, it is recommended that the Maleo Techno Center Information Technology Business Incubator continue to improve the effectiveness of incubation services by developing more innovative supporting features. Such as creating a special digital platform that can expand market access for tenants online. In addition, to improve service reliability, a more structured scheduling system is needed for mentoring and training activities so that it can reduce the problem of schedule inconsistencies that may interfere with the mentoring process.

REFERENCES

- Afiat, MN, Rijal, S., Koesoemasari, DSP, Furqan, AC, & Abdullah, MI (2023). Learning Strategies in Developing Entrepreneurial Intention Among Students: Theory of Planned Behavior Approach. *Jurnal Kependidikan: Journal of Research Results and Literature Studies in the Field of Education, Teaching and Learning* , 9 (2), 659. <https://doi.org/10.33394/jk.v9i2.7757>
- Assistant Deputy for Information Technology Development and Business Incubation. (2023). *Entrepreneurship Development Through Business Incubation* . 20.
- Azara, R. (2020). Textbook of Operational Management and Implementation in Industry. In *Textbook of Operational Management and Implementation in Industry* . <https://doi.org/10.21070/2020/978-623-6833-48-3>
- Bachri, S., Putra, SM, Farid, ES, Darman, D., & Mayapada, AG (2023). the Digital Marketing To Influence Customer Satisfaction Mediated By Purchase Decision. *Jurnal Aplikasi Manajemen* , 21 (3), 578–592. <https://doi.org/10.21776/ub.jam.2023.021.03.03>
- Devi Nurfatimah, Asngadi Asngadi, Sulaeman Miru, & Syamsuddin Syamsuddin. (2024). Production Process Control to Improve Product Quality in Out of the Box Businesses in Palu City. *Indonesian Journal of Economics and Development* , 2 (1), 200–206. <https://doi.org/10.61132/jepi.v2i1.363>
- Fadjar, A., Hartini, S., & Astuti, SW (2022). Instagram Usage Behavior: Does It Aim to Look More Attractive? *Quality - Access to Success* , 23 (190), 226–232. <https://doi.org/10.47750/qas/23.190.24>

- Furqan, AC, Karim, F., Yuniar, LS, Gunarsa, A., & Erwinsyah. (2023). The effects of information and communication technology on village development performance. *International Journal of Data and Network Science* , 7 (4), 1941–1948. <https://doi.org/10.5267/j.ijdns.2023.6.018>
- History, A. (2025). The Effect Of Service Quality And Price On Purchasing Decisions For Honda Genio Motorbikes At PT Nusantara Surya Sakti In Kubu Raya . 13 (3), 2065–2072.
- Hurriati, L., Ulafah, BRM, & Rosita, R. (2024). The Role of Business Incubators in Helping Develop New Entrepreneurs (A Study of UMKM Fostered by Unizar Business Incubator). *Journal of Economic, Business and Accounting (COSTING)* , 7 (3), 4493–4502. <https://doi.org/10.31539/costing.v7i3.9255>
- Karim, F., & Laupe, S. (2023). The impression of information system internalization on the sustainability of the quality of financial reports and their impact on local government performance Keyword s . 10 (3), 87–98. <https://doi.org/10.18488/74.v10i3.3505>
- Lutfi, M., Buntuang, PCD, Kornelius, Y., Erdiyansyah, & Hasanuddin, B. (2020). The impact of social distancing policy on small and medium-sized enterprises (SMEs) in Indonesia. *Problems and Perspectives in Management* , 18 (3), 492–503. [https://doi.org/10.21511/ppm.18\(3\).2020.40](https://doi.org/10.21511/ppm.18(3).2020.40)
- Mubarak, RH, & Fauziah, F. (2023). Analysis of Quality Control with Statistic Quality Control (SQC) to Reduce the Risk of Damage to Rice Products at Ud. Mulya Jaya. *Journal of Business and Halal Industry* , 1 (2), 1–18. <https://doi.org/10.47134/jbhi.v1i2.110>
- Muslimin, Mangun, N., Rombe, E., Taqwa, E., Sutomo, M., & Hadi, S. (2021). AHP structure for determining sustainable performance of Indonesian seafood supply chain from stakeholder perspective. *Journal of Management Information and Decision Sciences* , 24 (2), 1–10.
- By, D., Sucipto, H., Studi, P., Inovasi, M., Interdisiplin, S., Teknologi, I., & Nopember, S. (2023). Identification of Determinants of Success and Barriers in Non-Profit Incubation Programs for Early-Stage Digital Startups in Indonesia . 13 (6047231009), 1–8.
- Prawira, H., & Fachri, H. (2025). The Effect Of Service Quality, Place And Promotion On Purchasing Decisions For Yamaha N-Max Motorbikes At Ksm Nanga Pinoh Melawi Regency . 13 (3), 2055–2064.
- Puspita, ME, & Matsuani. (2022). ANALYSIS OF QUALITY FUNCTION DEPLOYMENT OF BUSINESS INCUBATOR SERVICES WITH SYNERGY OF BALANCE SCORECARD AND SUN TZU BUSINESS STRATEGY. *Scientific Journal of Business Economics* , 27 (2), 199–215. <https://doi.org/10.35760/eb.2022.v27i2.3318>
- Safithri, R., Fattah, V., & Nutfa, M. (2023). Social problem analysis of gender inequality in Donggala district. *JPPi (Jurnal Penelitian Pendidikan Indonesia)* , 9 (3), 1473. <https://doi.org/10.29210/020232178>
- Sitorus, GF, Machfud, M., & Anggraeni, E. (2023). Business Incubators Development Strategy in Mentoring Micro, Small, and Medium Enterprises (MSMEs). *Journal of Business and Management Applications* , 9 (3), 987–997. <https://doi.org/10.17358/jabm.9.3.987>
- Suparman, S., & Muzakir, M. (2023). Regional inequality, human capital, unemployment, and economic growth in Indonesia: Panel regression approach. *Cogent Economics and Finance* , 11 (2). <https://doi.org/10.1080/23322039.2023.2251803>
- Syamsuddin, Saharuddin, Yusrizal, Dharmawati, T., Pujisari, Y., & Fatmawati, E. (2024). Utilizing Blockchain Technology in Global Supply Chain Management: An Exploration of Scalable Information Systems. *EAI Endorsed Transactions on Scalable Information Systems* , 11 (1), 1–12. <https://doi.org/10.4108/eetsis.4374>
- Vera Maria, Komang Windi Yuniartari, & Mustika Ayu Cahaya Lintang. (2024). The Influence of Product Quality and Customer Service Quality on Repurchase Intention in the Online Fashion Industry in Indonesia. *GEMILANG: Journal of Management and Accounting* , 4 (3), 20–31. <https://doi.org/10.56910/gemilang.v4i3.1499>

- Virgiawan, R. (2024). Entrepreneurship Development Patterns through Business Incubators in University Environments in the Special Region of Yogyakarta. *Journal of Entrepreneurship and Business* , 28 (2), 76. <https://doi.org/10.20961/jkb.v28i2.73531>
- Wajdi, Mf., Mangifera, L., Isa, M., Management Study Faculty of Economics and Business, P., & Muhammadiyah Surakarta, U. (2020). STRATEGY OF STRENGTHENING BUSINESS INCUBATORS IN DEVELOPING SMALL AND MEDIUM ENTERPRISES (Vol. 22, Issue 2).
- Zahara, Z. (2022). sustainability during the COVID-19 pandemic "The impact of marketing innovations and business plans on business sustainability during the COVID-19 pandemic . [https://doi.org/10.21511/im.18\(3\).2022.11](https://doi.org/10.21511/im.18(3).2022.11)
- Zahara, Z., Ikhsan, Santi, IN, & Farid. (2023). Entrepreneurial marketing and marketing performance through digital marketing capabilities of SMEs in post-pandemic recovery. *Cogent Business and Management* , 10 (2). <https://doi.org/10.1080/23311975.2023.2204592>
- Zahara, Z., Rombe, E., Ngatimun, N., & Suharsono, J. (2021). The effect of e-service quality, consumer trust and social media marketing on intention to use online transportation services. *International Journal of Data and Network Science* , 5 (3), 471–478. <https://doi.org/10.5267/j.ijdns.2021.4.001>
- Zahra, F., Abdullah, MI, Din, M., Thahir, H., Harun, H., & Ali, JK (2021). The role of e-purchasing in government procurement fraud reduction through expanding market access. *International Journal of Data and Network Science* , 6 (1), 179–184. <https://doi.org/10.5267/J.IJDNS.2021.9.010>