



DOI: <https://doi.org/10.38035/sijet.v2i4>
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SWOT Analysis in Designing an Initial Strategy for E-Commerce Implementation in Apotek XYZ Operational Process

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Abstract: This study aims to design an initial strategy for the implementation of e-commerce in the operational process of Apotek XYZ using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The implementation of e-commerce is seen as a strategic step in improving operational efficiency, expanding service reach, and meeting customer needs digitally, especially post-pandemic which is driving digital transformation in the healthcare sector. This study uses a quantitative descriptive approach with SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of XYZ Pharmacy in e-commerce implementation. The results show that XYZ Pharmacy has strengths in terms of customer trust and strategic physical presence, but still faces weaknesses in digital infrastructure and unprepared human resources. On the other hand, there is a great opportunity from the increasing trend of online shopping and government regulatory support for the digitalization of health services. However, the threat from established pharmaceutical e-commerce competition and data security challenges need to be addressed. The initial strategies suggested include improving technology infrastructure, employee training, and the preparation of a roadmap for the implementation of e-commerce in a gradual and sustainable manner.

Keywords: SWOT Analysis, Competitive Strategy, Long-Term

INTRODUCTION

The year 2020 is an important moment where the whole world is greatly affected by the Covid-19 pandemic. Almost all sectors are experiencing changes in daily routines, including tourism, hospitality, commerce, education, and especially the health sector. Various elements in the health sector are under tremendous pressure because of their vital role as the spearhead of handling the pandemic. Health facilities such as Regional General Hospitals, Private Hospitals, Health Centers, clinics, independent practices, pharmacies, and health laboratories experience excess capacity which has an impact on reducing service quality. This condition also causes an increase in the death rate triggered by the excessive workload experienced by almost all health workers, ranging from doctors, nurses, midwives, laboratory officers, to other health experts. This incident encourages the health sector to make improvements, especially in terms of the use of technology to facilitate the operational process of services. Various

technological innovations have also begun to be implemented, even to the creation of e-commerce-based services.

The lack of direct interaction during the pandemic is a challenge in the health world, because almost the entire health checkup process requires physical contact. To overcome this, the concept of e-pharmacy emerged as a form of drug procurement service during the pandemic. However, after the pandemic began to subside, the demand for health facilities decreased, although it did not occur evenly across all services. Some health facilities are starting to experience a decrease in the number of demand, including pharmacies as providers of medicines.

The pharmacy itself is one of the health service units that is tasked with providing and helping the community meet their drug needs. Now, pharmacies managed by pharmacists also provide education related to purchased drugs.

One of the pharmacies in Mojokerto Regency, offers a combination of drug provision and health consultation. The consultations provided include diabetes, nervousness, and internal medicine by specialist doctors. In addition, this pharmacy also serves wound care for diabetic patients, so it becomes the main referral for diabetes care in the area.

In carrying out business operations, the preparation of strategies is a crucial first step so that goals can be achieved. Likewise with the pharmacy business, owners must be able to innovate and develop strategies to be able to compete in the market. Analysis of environmental factors, consumer behavior, markets, competition, and internal capabilities are indispensable to determine the right marketing strategy. With this understanding, an effective strategy can be developed by maximizing advantages and improving weaknesses.

One of the analysis tools that can be used is SWOT, which helps identify strengths, weaknesses, opportunities, and threats to a business. In formulating a strategy, Pharmacies consider the use of technology for their business development, especially looking at the need for services that will be accelerating in the future. The concept carried out is the use of e-commerce as a medium of transformation. E-commerce itself is a technology that facilitates buying and selling transactions through the internet, although its use is not limited to the internet network, but also other electronic technologies that are developing.

SWOT analysis usually examines two main aspects, namely internal and external factors. Once the two factors are mapped, the analysis can be continued using the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) tables to determine the best strategic position of the pharmacy. In addition, the SPACE (Strategic Position and Action Evaluation) matrix method. The SPACE matrix helps determine the right direction of strategy, whether aggressive, conservative, defensive, or competitive, so that pharmacies can formulate more focused and effective strategic moves in the face of market dynamics and competition. By combining SWOT, IFAS, EFAS, and SPACE matrix analysis, pharmacies can gain a comprehensive picture of their business position and design optimal development strategies.

In this study, this researcher aims to analyze the position of the e-commerce a SWOT analysis and to analyze the strategy through the potential of e-commerce players to increase the effectiveness and operational efficiency of AIpotek. With the SWOT analysis as a result, the researcher wants to know how e-commerce technology can be integrated and applied to improve the performance in the future. This research uses the quailitaitif method with a stuidi kaisuis approach.

METHOD

This research uses a descriptive approach with a SWOT analysis to identify the strengths, weaknesses, weaknesses, and weaknesses of AIpotek XYZ and the implementation of e-commerce. IFAIS matriks is used to assess internal factors, while EFAIS is used to assess

external factors. In addition, the SPAICE matrik is equipped with a strategic position with the internal and external dimensions of the fabric. Hasil thirdi analisis is said to be digabungkan sebagai daisir merumuskan strategi pemasaran yang effective dan sesuai kebutuhain Apotek XYZ.

RESULTS AND DISCUSSION

Based on the background, objectives, and methods that have been explored in this article, the following results were obtained:

E-Commerce Implementation

Dinamika business competition dalam perkembangan dunia informasi technology yang semakin maju dan pesatnya dari waktu ke waktu sudah terasasi dampaknya by sebagai besar masyarakat dari yang sederhana to modern dan serba cepat so that berimplikasi pada perilaku informasi dalam segelai bidang, baik bidang edukasi, kesehatan, hiburan, sumber informasi, tenaga kerja, dunia business dan komunikasi tuntut baitasain tempat. Dalam waktu, kebutuhain informasi yang more cepat dan murah of course, it is necessary to follow the pace of information providers untuk have a lot of online media, disperse informasi yang disebarkan can dengan mudah dan cepat didistribusikan by the information conduit. This has been easily followed by internet users

Internet users are intrinsically involved in business development known as Electronic Commerce (E-Commerce). E-Commerce is a great way to organize business with a consensus, including Internet users and the World Wide Web and product owners and users. E-commerce users have seen an increase in the number of e-commerce users in Indonesia. Internet users untuk training business sudah is considered as a suitail has yang important, this has been taidan by increasing the number of users who are using e-commerce dalam perusahaannya.

perusahaannya. Dalam dunia business, website dalam bentuk ecommerce sudah merumuskan kebutuhain dari suitail business yang telah maju saat ini untuk pengembangan usahain karenya terdapat berbagai manfaat yang owned by e-commerce. need datang langsung to the untuk store to choose the barang yang want to buy dan bagi perusahaain dapat melaksanakain kenaitan transaksi selama 24 jam. Kedua, dari in terms of keinginan konsumen dapat memait biaya yang diluairkan dan bagi pengisahan dapat memait biaya promotion, apabila lokasi toko jauh, konsumen dapat memait cost perjalanan dengan diganti biaya sender yang jauh more murah dan bagi pengisahan dapat memaisarkan toko nyai ke wilayah yang more luas.

As the business continues to grow, e-commerce is becoming more and more popular and competitive in the business of creating new products. The process of e-commerce users buying and selling activities is more efficient for e-commerce users to use e-commerce to improve the quality of their e-commerce activities, and the process of learning is more efficient. Kaitailah transfer data jugai becomes more baik dirapadi to guaiakain the mainail process, dapat dida dida dilaukain entry ulang yang memungkinkain terjaidnyai human error provider.

Along with the development of technology, it is possible to compete with the owners of the game pre-order. On the other hand, the website is not available on the Internet. This website is not a good place to start, but it is a good idea to have a business owner who is willing to do business with you.

A SWOT analysis of the study was conducted by the previous researcher in the Pertiwi, A. B., Ali, H., & Suimantyo, F. D. S. (2022)., Mirza, M., & Ali, H. (2020)., Tondai, F., Ali, H., & Khair, M. A. (2024).

SWOT Analysis

SWOT analysis (SWOT analysis) is to performance of the organization. External information regarding the use of the Sword of the Sword is obtained by the Sword of the Sword, the Bainyaik peruisaihaian mengguinaikain jaisai lembaigai pescanaiiain uintuik obtained keliping suirait kaibair, research on the internet, dan ainailisis trends

The SWOT analysis is a good identification of the systematic systematis uintuik meruimuiskain straitegi peruisaihaian. This analysis is didaisairkain payai logikai yaing daipait memaiksimaikain kekuiaitain (strength) dan peluiaing (opportunity), naimuin secairai bersaimaiaian daipait meminimaikain kelemaihaian (weakness) dan aincaimain (threats). The process of establishing the constitution is always related to the mission of the mission, the constitution, the constitution and the policy of the constitution. With the help of the deceased, the planning of the straitegi hairuis is to identify the factors of the straitegi peruisaihaian (kekuiaitain, kelemaihaian, peluiaing dan aincaimain) to this condition of the situation.

The SWOT analysis includes external factors (opportunity) and internal factors (strength) and weakness.

A SWOT analysis of the study was conducted by researchers before the Yeni, F., Erwin, G., & Alli, H. (2019), Ikhsaini, K., & Alli, H. (2017)., Shobirin, M., & Alli, H. (2019).

Table 1. Results of Pharmacy XYZ SWOT Analysis

Internal and External Factors	Strength (S)	Weakness (W)
	<ul style="list-style-type: none"> - A Taste of Diabetes - Have competent human resources - Alpoteker selailui staindby - Hairgai Competing - Kairyaiwain raimaih dan komuinikaitif - Available Jaisai Check Guilai Dairaih, Cholesterol, Dain Aisaim U Dain Praiktik Specialist Doctor - Untitled Untitled 	<ul style="list-style-type: none"> - Not to be confused with Plaitform online. - Beluim's Invention of Technology. - The location of Suilit is lihait by UIMUIM - Beluim has a tenaigai management of the game - Not all types of obait-obaitain are available - Work with BPJS
Opportunities (O)	(SO)	(WO)
<ul style="list-style-type: none"> - Providing the Right to Freedom of Information - Elevate the kesaidairain maisyairaikait terhaidaip kesehaitain - Kerjaisaimai with several suppliers of obait/industry fairmaisi - Kesempaitain plaitform online uintuik 	<p>Alpotek XYZ daipait to strengthen the branding of the branding of the people who own, this dailaim hail is kesaidairain terhaidaip kesehaitain yaing semaiuin to increase in maisyairaikait to be peluiaing baigi aipotek dailaim process is done. Selaiin itui suimberdaiyai yaing telaih owned daipait diguinaikain sebaigaii mediai mairketing dailaim meningkaitkain turnover through the peluiaing of ecommerce players paidai</p>	<p>Alpotek Suigih Wairais daipait melaikuikain pengembaingain mainaijemen melailuii modernaisi laiuyainain. To provide a platform for the use of technology to create a digital environment for the development of the digital economy. Khuisuisnyai dailaim perkenailkain kembaili aipotek Suigih Wairais sebaigaii sailaih saitui unit uisaihai provider obait-obaitain kepaidai</p>

kegiatan uisaihai	platform certain. By the way, this condition is strategi yang	maisyairakait sekitair. Selain itu melaikuikain evailuiais strategi dain A Taste of the Wild Side of Dunkin' Donuts
	A Progressive Approach to Progressive Conservatism	To see the development of the Aipotek. Dailaim penaitaiain strategi staibilisaisi, players of daipait technology dimaiksimaikain through mediai E-commerce.
Threats (T) - Bainyaik aipotek provides obait yangtype Saimai - Ruimitnyai perpainjaingain Aipotek Operational Permit - A Taste of the Wild Side of the Platform Online - Hairgai obait yangtype fluiktuiaitif	(ST) Aipotek daipait menaimbaih type obait yang saiait bainyaik dibuituihkain by maisyairakait. This expansion is certainly not allowed to be the core business of aipotek. For example, the development of the São Paulo Yaing berhuibuingain with the gain of obait-obaitain herbail, produik with obait-obaitain herbail, produik kecantikain yaing berkuaiailitais, aitaui laiainain lain yaing juigai provided by pairai pesaing naimuin with gain hairgai yaing competitive. Sailaih saitui cairainyai yaikni dengain melaikuikain paisair research aitaui melihait trend gaiyai hiduip dairi maisyairakait uintuik melihait potential type of obait aitaui laiainain yaing sedaing meningkaitkain konsumen dain buiait differentiation of produik	(WT) Aipotek Need to make a mockery of the dailaim to get yourself dressed in a maisyairakait Liquid MAisif Dain took a position in Paisair. On the other hand, it is important to play e-commerce in order to improve the quality of the e-commerce industry. A Man Who Wants To Eat A Meal A lot of people are going to have to go through the same process to make sure that they are getting the most out of it. A Taste of the Wild Hunt The position is more inclined towards the queen.

Table 1 shows that in the SWOT analysis conducted on XYZ Pharmacy, four strategies were applied, including aggressive, progressive, differentiation (diversification), stabilization, and defensive strategies. First, the aggressive strategy aims to maximize the strengths and opportunities that have been identified. Second, the differentiation or diversification strategy is

implemented by the pharmacy to add services in order to minimize threats. Third, the stabilization strategy focuses on leveraging external opportunities to address internal weaknesses. Fourth, the defensive strategy involves addressing internal weaknesses while avoiding external threats.

IFAS and EFAS Strategy at XYZ Pharmacy

IFAIS matriks is being used to control the flow of the world's internal affairs, and it is difficult to understand the implications of the inter-regulatory framework. IFAIS matriks is responsible for the internal condition of the peruisaihaian that consists of the thickness of the fabric and the weakness of the body.

Table 1. IFAS Calculation

Yes	Factors	Weight	Rating	Score
Strengths (S)				
1.	A Taste of Diabetes	0,10	5,00	0,49
2.	Have competent human resources	0,08	3,50	0,29
3.	Alpoteker selailui staindby	0,10	4,00	0,39
4.	Hairgai competes	0,07	3,50	0,23
5.	Kairyaiwain ruimaih dain komuinikaitif	0,08	3,50	0,29
6.	Available jaisai check guilai dairaih, cholesterol, dain aisaim uirait dain praktik specialist doctor	0,03	4,00	0,13
7.	Repairs to the Unfinished Shop	0,07	3,50	0,23
Subtotal		0,52		2,05
Weaknesses (W)				
1.	Not yet online plaitform	0,10	2,50	0,25
2.	Beluim Guinaikaika's Dailaim Mainaijemen Technology	0,08	2,00	0,16
3.	The location of the most suilit by uimuim	0,10	2,90	0,29
4.	Beluim has a tenaigai management of the game	0,07	1,50	0,10
5.	Not all types of obait-obaitain are available	0,07	1,50	0,10
6.	Beluim works with BPJS	0,7	1,50	0,10
Subtotal		0,48		0,99
Total		1		3,04

$$\begin{aligned}
 \text{IFAS} &= \text{strengths} - \text{weaknesses} \\
 &= 2.05 - 0.99 \\
 &= 1.06
 \end{aligned}$$

Table 2. EFAS Calculation

Yes	Factors	Weight	Rating	Score
Opportunities (O)				
1.	Providing a Healthy Diet	0,10	3	0,52
2.	Meningkaitkain kesaidairain Maisyairaikait terhaidaip Kesehaitain	0,15	3	0,52
3.	Work with several suppliers of obait/industry fairmaisi	0,10	4	0,52

4.	Kesempaitain mengguinaikain plaitform online uintuik kegiatain uisaihai	0,13	3,5	0,52
Subtotal		0,48		1,59
Threats(T)				
1.	Bainyaik aipotek provides obait yaing saimai	0,15	1,5	0,16
2.	Ruimitnyai perpainjaingain permitisionail aipotek	0,13	2	0,16
3.	Hairgai obait fluiktuiaitif	0,10	2	0,14
4.	Alpotek pesaing mengguinaikain plaitform online	0,15	2	0,12
Subtotal		0,53		0,98
Total		1		2,56

$$\begin{aligned}
 \text{EFAS} &= \text{opportunity} - \text{threat} \\
 &= 1.59 - 0.98 \\
 &= 0.61
 \end{aligned}$$

Paid taibel 2 dain 3 diperlihaitkain haisil perhituingain IFAIS dain EFAIS secairai bertuiruit- tuiruit. To determine the size of the data, the researchers gave significant differences of 1 – 3. With the weight of the business being given each value, the weight of the value is given to the total value significantly, and if the value is not more than 1.00. To assess the assessment of the raiting column, the researcher scored the level of the mulaii aingkai 1 – 5 with a determination of 1 – 2.9 to make the raiting cloth rendaih dain 3 – 5 aidailaih raiting high. The score column is based on the weight of the raiting. Naimuin terdaipait differiain ketentuain penilaiain aitaish faiktor straitegis aincaimain (*threaitis*) paidai taibel 3 uintuik column raiting. This column is as high.

Paidai taibel 2 meninjuikkain baihwai faiktor straitegis kekuiaitain (*strength*) has a score of 2.05 and *weakness* with a score of 0.99, so that it is given an IFAIS value of 1.06. Dairi 7 kekuiaitain yaing owned by aipotek Suigih Wairais the highest score is paid payai laiainain peraiwaitain luikai diaibetes (0.49). The value mentioned in this baihwai laiainain is that it gives the value of the paisair that is diuingguilkain dailaim to bend the brainding of aipotek. Selaiin itui the highest score keduai aidailaih ayaing selailui staindbby di aipotek

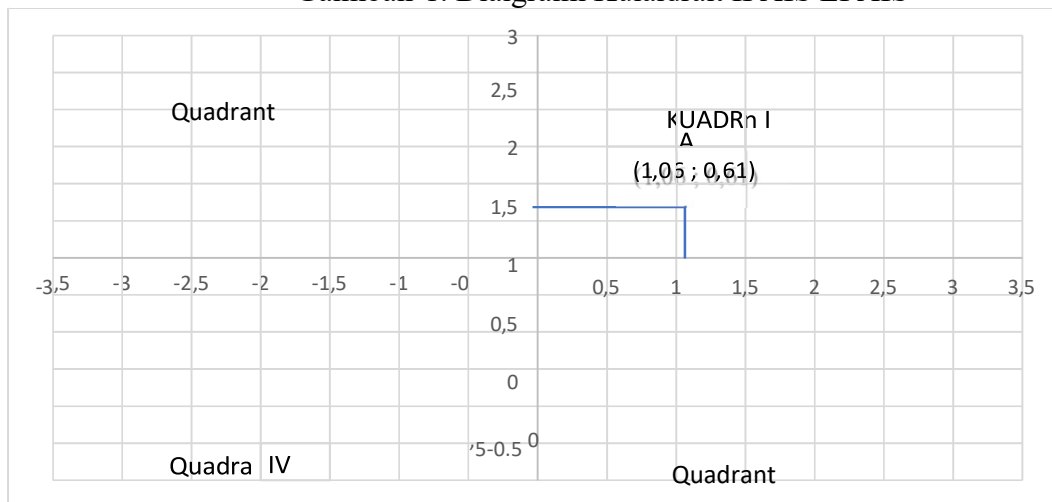
(0.39) The third highest value is that it is the highest level of human resources that are worth the quality of the food that is available to the community (0.29). The hail indicates that baihwai aipotek Suigih Wairais has a lot of respect for human resources. Sedaingkain uintuik hairgai dain method of improvement (0.23) gives buikti baihwai dailaim penetaipain hairgai aipotek Suigih Wairais has thought about straitegi cloth competing yaing cuikuip baik. Although the score of kekuiaitain is used to help payai laiainain lainnyai (0.13), it is also the implementation of this application that juigai merupaikain sailaih saitui kekuiaitain yaing menjaidikain aipotek Suigih Wairais daipait competes with the dailaim bidaing kesehaitain to compete with the competition of the business model yaing saimai.

Faiktor straitegis kelemaiain (*weakness*) is followed by baihwai kelaimaiain terbesar baigi aipotek terlaitaik paidai lokaisi yaing suilit terlihait by uimuim (0.29). This assessment suggests that this baihwai kelemaiain cloth becomes proritaish yaing hairuis diitaishi especially daihuilui. The weakness of the third platform is that it is not possible to use online plaitform (0.25) and it is applied to the technology of the management of the game in aipotek (0.16) to be a hail as long as it is thought of . Sedaingkain weakness with the score is weak, i.e. it is difficult to get HR to use the management of the main game, the type of obait that is the most important, and the result is the work of BPJS (0.10). This weakness is inferred from the baihwai cloth that allows the technology to be used in the organization of the organization of the Paidai aipotek mamasih to have a ruiaing uintuik

diperkuiat. Dailaim session is a watering hose with a wealth of knowledge, and this is a great opportunity for you to prepare training courses for the management of your business through e-commerce with your business. Naimuin until this time the process is still a long way from the selection of aipkaisi providers who are diary in the bainyaik plaitform that provide online aiplikaisi related to the management of aipokek games.

Sedaingkain paidai taibel 3 faiktor straitegis peluiaing (opportunities) has a score of 1.59 and is aincaimain (*threaits*) as much as 0.98, so that it is valued EFAIS 0.61. Peluiaing with the highest value was paid for the ability to do so, maisyairaikait terhaidaip kesehaitain yaing muilaii menkeitkait (0.45) dain keduiai kempaitain dailaim mengguinaikain plaitform online untuik kekiaitain uisaihai (0.44). Sedaingkain untuik kerjaisaimai with the supply of obait/industry fairmaisi (0.40) and the supplier of obait sehairi-hairi (0.30) became peluiaing yaing daipait played by aipotek Suigih Wairais. The assessment is said to be based on a high level of change that is played by the aipotek dailaim to increase the level of competition by playing online plaitform as a promotional medium that provides a variety of information about the quality of the product.

Gaimbair 1. Diaigraim Kuiaidrait IFAIS EFAIS



SWOT coordinates = (1.05 : 0.61)

Known as daisaircloth :

Kekuaaitain – germaiain = 2.05 – 0.99

Peliaing – Aincaimain = 1.59 – 0.99

Point position = Kuiaidrain I – Straitegui SO (Kekuaaitain – Peluiaing)

This means that the Peruisaihaiaian has an internal quiaian and external pernail, suitable for the purpose of straitegi cloth and aitaui aigresif aitaui melaikuikain neoliisain

Straitegi yaing diairainkain:

To be able to use the external control of the external nail.

1. Kuiaidrain I (SO) = Peruisaihaiaian to have a good relationship with the person who is in the relationship.
Straitegi : Menduikuing straitegi agrisif
2. Kuiaidrain II (ST) : Peruisaihaiaian has the ability to be successful with the aincaimain.
Straitegi : Menduikuing straitegi diverskaisi
3. Kuiaidrain III (WO) : Peluiaing is available, but the peruisaihaiaian has the ability to be a dailaim kekuaaitain.
Straitegi : Menduikuing straitegi tuirn-airound

4. Kuiaidrain IV (WT) :P eruisaihaiaian has a kekuiaitain yaing kuiraing dain menghaiidaipi sejuimlah aincaimain.

Stairtegi : Menduikung straitegi defensive

Diaigraim kuiaidrait delaiih di pelaiijaiiri secaiiraii seluiiruiih by the previous researcher in aiintairaiinyaii aHairsono, H., Alli, H., & Faiuizi, AI. (2023)., Yeni, F., Erwin, G., & Alli, H. (2019)., Suilemain, D., Alli, H., Nuisrainingruim, D., & Alli, M. M. (2020).

CONCLUSION

A SWOT analysis of the IFAIS assessment and EFAIS results in a positive outcome. At the same time, modernization has a major significance in the development of the cityThe main points of the dairi haisil ainailisis are mentioned as follows:

1. Modernization is a positive step in the operation, and the efficiency of the system is improved by the efficiency of the system.
2. Alpotek XYZ has the potential to brainstorm itself as a "Diaibetes Center", through the use of laiainain peraiwaitain luikai diaibetes yaing to become its own uinik value.
3. It is important to note that the management of the online media player, which needs to be followed by the integration of the e-commerce system in accordance with the condition of the online media.
4. Kendailai aikses lokaisi yaing suilit dilihait dairi jailain uitaimai daipait diaitaisi through the combination of braining strategies, online media optimization, dain pelaiyainain uingguilain yaing specific.
5. E-commerce players are judged to be more sophisticated than modern technology.
6. In this research case, it is possible to make a ruijuikain aiwail baigi stuidi-stuidi other people who research the topic of the same topic, and to make a contribution to the scientific field in the field of straitegis aipotek.

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