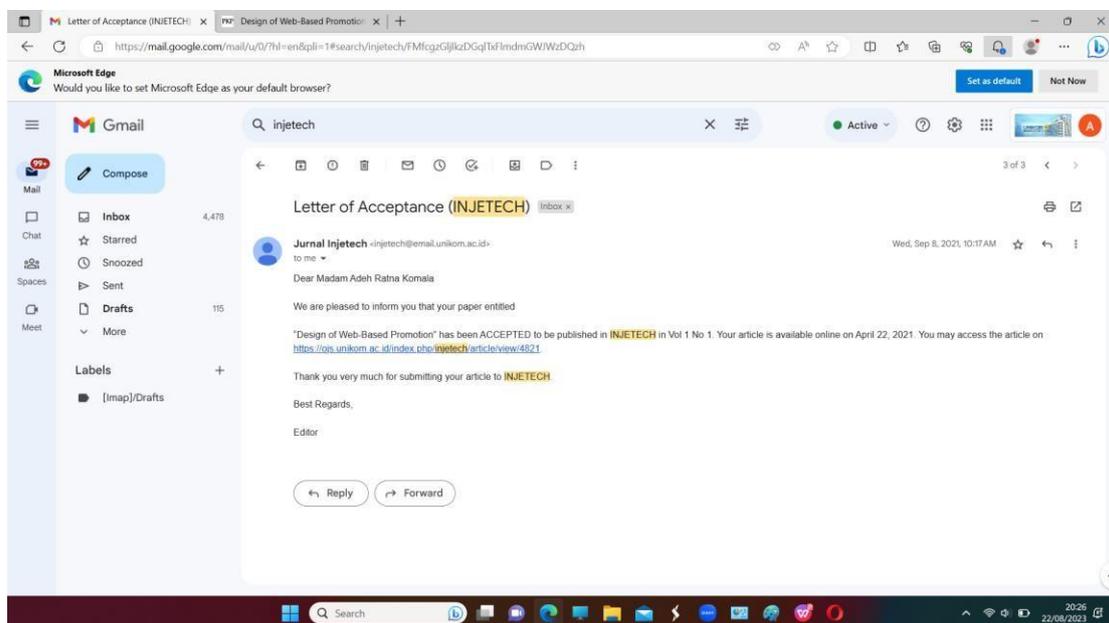


Korespondensi Design of Web-Based Promotion

1. Letter of Acceptance
2. Link of the Article

1. Letter of Acceptance



LETTER OF ACCEPTANCE

Dear Adeh Ratna Komala, Habiba Octaviani Pakaya, Iqbal Ilhamdhani, and Nadaa Resti Fauziyya.

Thank you for your submission to the INCITEST 2021. We are pleased to inform you that your paper entitled "**Design of Web-Based Promotion**" has been **accepted** as a full paper for presentation by the conference committee of the International Conference on Information Engineering, Science, and Technology (INCITEST) 2021. The event will take place in Bandung, Indonesia, on 10 March 2021.

Kindly note that only papers presented during the conference will be considered for submission to the conference proceedings publisher. We kindly request that you or one of the co-authors be prepared to present the paper during the allocated presentation slot at INCITEST 2021.

Congratulations once again on the accepted paper. We look forward to welcoming you to INCITEST 2021 and witnessing the valuable insights you will share with the attendees.

Thank you for your contribution to INCITEST 2021, and we anticipate a successful and enriching conference experience.

Warm regards,


INCITEST
International Conference on Informatics
Engineering, Science & Technology

Dr. Poni Sukaesih Kurniati, M.Si, S.IP
Chief of the Conference

2. Link Letter of the article

The screenshot displays the INJTECH journal website interface. The top navigation bar includes 'HOME', 'ABOUT', 'REVIEW', 'ISSUE', 'SUBMISSION', 'POLICIES', and 'ANNOUNCEMENTS'. The article title 'Design of Web-Based Promotion' is prominently displayed, along with the authors' names: Adeh Ratna Komala, H O Pakaya, I Ihamdhani, and N R Fauziyya. The abstract section provides a detailed overview of the study's purpose, methodology, and findings. The 'FULL PDF' button is visible, indicating the availability of the full article. The right sidebar features 'For Authors' links (MAKE SUBMISSION, AUTHOR GUIDELINES, ARTICLE TEMPLATE) and 'Indexed By' logos (Google Scholar, GARUDA, DOAJ). The bottom of the page includes contact information for the publisher, Universitas Komputer Indonesia, and a Creative Commons Attribution-ShareAlike 4.0 International License notice. The platform and workflow are identified as OJS / PKP.

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Design of Web-Based Promotion

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DOI: <https://doi.org/10.34010/injtech.v1i1.4821>

Keywords: Website, promotion, product

For Authors

- MAKE SUBMISSION
- AUTHOR GUIDELINES
- ARTICLE TEMPLATE

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ABSTRACT

The purpose of this study is to determine customer satisfaction by looking at the variables of interaction quality, system quality, and usability. This is done so that Chocolatier Dessert, as one of the desserts and snacks retailers, can compete and grow, so a website is designed to promote the goods produced. The method used the waterfall method, which works on the essence of a system that is done sequentially or linearly. The data was collected by distributing a list of questions to 50 respondents. The data collected was then processed using the SPSS application to test its validation and reliability. It is done to measure customer satisfaction and the variables that influence it. The results show that promoting the chocolatier through the website was very effective where the interaction quality and information system variables affected customer satisfaction, while usability did not. From the results of this study, it can be seen to maintain customer satisfaction. It is necessary to pay attention to the interaction system and information systems in promoting the Chocolatier Dessert.

FULL PDF

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Articles

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Visitors

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INFORMATION

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Platform & workflow by OJS / PKP

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The screenshot shows a web browser window with multiple tabs. The active tab is titled 'View article' and displays a Google Scholar page for the article 'Design of Web-Based Promotion'. The page includes the journal logo for 'International Journal of Entrepreneurship & Technopreneur (IJTECH)', the authors 'Adeh Ratha Komala, HO Pakaya, I Ihamdhani, NR Fauziyya', the publication date '2021/4/22', and a detailed description of the study. The description states that the purpose is to determine customer satisfaction by looking at variables of interaction quality, system quality, and usability. It mentions that the data was collected from 50 respondents and processed using SPSS. The results show that promoting the chocolate through the website was very effective, while usability did not. The page also lists related articles and provides a link to the PDF from unikom.ac.id. The browser's address bar shows the URL: https://scholar.google.com/citations?view_op=view_citation&hl=en&user=FXVBCosAAAAJ&citation_for_view=FXVBCosAAAAJ-u36o8y5G0bC. The Windows taskbar at the bottom shows the search bar, several application icons, and the system tray with the time 20:42 and date 22/08/2023.

International Journal of Entrepreneurship & Technopreneur (IJTECH)

Design of Web-Based Promotion

[PDF] from unikom.ac.id

Authors: Adeh Ratha Komala, HO Pakaya, I Ihamdhani, NR Fauziyya

Publication date: 2021/4/22

Journal: International Journal of Entrepreneurship & Technopreneur (IJTECH)

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Description: The purpose of this study is to determine customer satisfaction by looking at the variables of interaction quality, system quality, and usability. This is done so that Chocolatier Dessert, as one of the desserts and snacks retailers, can compete and grow, so a website is designed to promote the goods produced. The method used the waterfall method, which works on the essence of a system that is done sequentially or linearly. The data was collected by distributing a list of questions to 50 respondents. The data collected was then processed using the SPSS application to test its validation and reliability. It is done to measure customer satisfaction and the variables that influence it. The results show that promoting the chocolate through the website was very effective where the interaction quality and information system variables affected customer satisfaction, while usability did not. From the results of this study, it can be seen to maintain customer satisfaction. It is necessary to pay attention to the interaction system and information systems in promoting the Chocolatier Dessert.

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