

EVALUATING THE ONLINE SERVICE QUALITY SYSTEM ON LION AIRLINE TICKETS SALES IN MANADO USING IMPORTANCE AND PERFORMANCE

MENGEVALUASI SISTEM KUALITAS LAYANAN ONLINE PADA PENJUALAN TIKET PESAWAT LION AIRLINE DI MANADO MENGGUNAKAN ANALISIS KEPENTINGAN DAN KINERJA

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Abstract : Airline Reservation System (ARS) used to be standalone systems. Each airline had its own system, disconnected from other airlines. Air travel information is linked, stored and retrieved by network of Computer Reservation System (CRS) accessible by multiple. This research aims to analyze the service quality of online reservation system in Manado. In this case Lion works with the help of the different diagrams and illustrations. The thesis concluded that with the progress of ever-changing technology, the trend of booking online is likely to develop with more feature. While there are a few limitations, the convenience of booking tickets online and the possible enhancements will lead to an even advanced form of booking tickets online. The result shows Furthermore, based on the result, online reservation system on Lion Airline ticket sales should maintain their good service and should improve their low performance. By doing so, it is hoped that the customer Lion Airline will be satisfied and will be their loyal customer.

Keywords: *service quality, importance performance analysis, online reservation system, lion airline ticket sales*

Abstrak: Airline Reservation System (ARS) dulu merupakan sistem mandiri. Setiap maskapai memiliki sistemnya, terputus dari maskapai lain. Informasi perjalanan udara dihubungkan, disimpan, dan diambil oleh jaringan Computer Reservation System (CRS) yang dapat diakses secara berganda. Penelitian ini bertujuan untuk menganalisis kualitas layanan dari sistem reservasi online di Manado. Dalam hal ini Penjualan Tiket Lion Airline. Jenis penelitian ini adalah penelitian deskriptif kuantitatif. Importance Performance Analysis (IPA) digunakan dalam penelitian ini. Sampel penelitian ini adalah 100 responden yang sudah merasakan kualitas layanan Penjualan Tiket Lion Airline. Penelitian ini menjelaskan cara pemesanan tiket online bekerja dengan bantuan berbagai diagram dan ilustrasi. Hasil penelitian menunjukkan bahwa dengan kemajuan teknologi yang terus berubah, tren pemesanan online cenderung berkembang dengan lebih banyak fitur. Meskipun ada beberapa batasan, kenyamanan pemesanan tiket online dan kemungkinan peningkatan akan mengarah pada peningkatan pemesanan tiket online. Hasilnya menunjukkan. Sistem reservasi online pada penjualan tiket Lion Airline sebaiknya menjaga layanan yang baik dan harus meningkatkan kinerjanya yang rendah.

Kata kunci: *kualitas pelayanan, analisis kepentingan dan kinerja, sistem reservasi online, penjual tiket penerbangan lion airline*

INTRODUCTION

Research Background

In an era that is increasingly modern and evolving today, technology has influenced everyone's lifestyle. Especially through technology based information such as social media, smartphones and the internet. Someone is easier to get the information any time and any where, the effect affects a person to prefer electronic device that use the internet to help and complement one's need. Technology also has an effect on educational and job support for example promotion, sales, and completion of task. Over time, technology has improved. Transforming tour has been overwhelming due to the influence of technology. Virtual world has never rest because the 24 x 7 internet connection. The development of existing tourism also influences the existing information technology become more advanced from year to year. It affects on the process of ordering aircraft ticket booking is often called the online reserves system. All can be done through a computer or a smartphone app that has. E-ticket stands for electronic ticket. Digital tickets that do not appear physically. Tickets can be used for various purpose, such as tickets for travel (land and air), hotel tickets and many objects. E-ticket began to be introduced in Indonesia in 1998.

In the past people are not familiar with online stuff. Everything still uses physical evidence, a ticket. However, gradually the community gradually began to turn to any kind of electronic. E-ticket business is a fertile field for entrepreneurs. Business e-ticket is currently rampant in Indonesia. Many online applications and any web that provides various business reservations. Many benefits are felt with use of e-ticket. Lion Air become an option before the arrival of other flight, but nowadays consumer who keep using Lion Air flight, The consumers has an uncertain reason why they still use the services of Lion Air Group Flight. But behind the perceived benefits there are also obstacles. That is not everyone understands about the internet so that the person is having trouble in ordering online. Limitations of e-ticket providers in promoting conventionally to be recognized by all layers. Not everyone understands and utilizes e-ticket.

Concerns about the security guarantee on credit card numbers or ATM as well as other personal data. Although there are many shortcomings and mistakes that all natural passengers like Lion Air very often do flight delays, loss of stuff, not give a good service. To determine the level of consumer satisfaction measurement is needed for Lion Airline Group Program Services the analysis is Importance Performance Analysis (IPA) by using this analysis could see the extent to which the achievement of this Program services, and that need to be maintained and improved. Based on the background of the problem The importance Performance Analysis (IPA).

Research Objectives

Based on research problem, the objectives of this study are to know :

1. The importance of Online Reservation System of Lion Airline Group.
2. The performance of Online Reservation System of Lion Airline Group.

LITERATURE REVIEW

Reliability

Involves consistency of performance and dependability. It means that the firm performs the service right the first time. It also means that the firms honors its promises. Specifically, it involves; Accuracy in building, keeping records correctly, Performing the service at the designated time. According to Parasuraman, Zeithaml, and Berry, (1985), ten service quality dimensions was determined.

Responsiveness

Concerns the willingness or readiness of employees to provide service. It involves timelines of services. Mailing a transaction slip immediately, Calling the customer back quickly; Giving prompt service (e.g., setting up appointments quickly).

Assurance

The knowledge and courtesy of employees and their ability to convey trust and confidence. According to Kotler and Keller (2012).

Previous Research

Felien and Ylagan (2016) Global Distribution Systems were set up by air lines and subsequent to that, travel agencies, tour operators, independent tourist accommodation units, hotel networks, car rent companies, cruise organizers got connected by means of the Internet. These information systems allows theuser (particularly travel agencies and companies, more than individual clients) to get information about available places, tariffs, booking and ticket sales. Therefore, one can notice that the connection to these Hotels, Airlines Rehabilitators, Car Rent Companies, Travel agencies. Management, marketing, Tourism computerized networks helps travel agencies toconceive by themselves certain tourist products without being compelled to ask for the help of tour operators.

Parasuraman, Zeithaml, and Berry. (1985) provided a list of ten determinants of service quality as a result of their focus group studies with service providers and customers: access, communication, competence, courtesy, credibility, reliability, responsiveness, security, understanding and tangibles. Different models for the assessment of service quality have been developed based on the idea that service quality is a function of expectations, performance and gaps.

Gronroos (1984) found that the two fundamental dimensions that have an impact on the experienced service and the derived customer's perceived service quality are the technical quality dimension and the functional quality dimension. On the other hand, The SERVQUAL model developed by Parasuraman et al. breaks down service quality into five principle dimensions customers use to judge service quality including reliability, responsiveness, assurance, empathy and tangibles.

Conceptual Framework

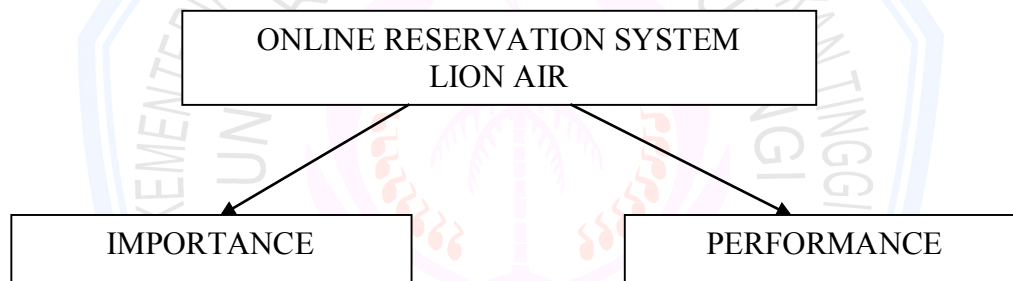


Figure 1. Conceptual Framework

Source : Data Source Processed, (2017)

RESEARCH METHODOLOGY

Type of Research

The purpose of this research is to Evaluating The Online Reservation System On Lion Airline Ticket Sales Using Importance and Performance Analysis. This research use a descriptive type and a quantitative method is applied since there will be questionnaires needed as a tool to gather data and analysis.

Place and Time of Research

The place of this research will be conducted in Manado. The research will be started On April 2018.

Population and Sample

According to Hair, et al (2014) population is identifiable group of elements (people, products, organizations) of interest to the researcher and pertinent to the information. The population in this research is all customers of Lion Airline Group who have already experienced its E-ticket Service. According Sekaran and Bougie, (2010), sample is subset of the population. The sample consisted of the population elements that the researcher could study most conveniently, and was based on the selection of respondents at the place where and the time when the study was performed.

The larger the sample the more representative it is going to be, smaller samples produce less accurate result because they are likely to be less representative of the population.

Whereas:

n: number of samples

Z: the rate of normal distribution at the significant level of 5% (1, 96).

moe: margin of error max, is the level of the maximum error of sampling is still tolerated, by 10%.

The sample size will be 100 customers of Lion Airline who have already experienced it's Online Reservation System.

Data Collection Method

For this current research, there are two types of data that are used to make an appropriate result, which are: Primary Data, According to Sekaran and Bougie (2010), data collected first-hand for subsequent analysis to find solutions to the problem research. In this study, the primary data is the questionnaire data from the respondents. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. There were two sections in the questionnaire that should be filled in by the respondents. The first asked about respondent's identities and the second section asked about things that related with the variables. Secondary Data, According to Sekaran and Bougie (2009) Secondary data is the data that have already been gathered by researchers, data published in statistical and other journals, and information available from any published or unpublished source available either within or outside the organization, all of which might be useful to the researcher. The secondary data are taken from journals, textbook and relevant literature from Internet. The secondary data were used in the background, literature review, research method and discussion.

Operational Definition and Measurement of Research Variable

Dependent variables are variables that explain or influence another variables. Variables described /influenced by independent variables. The variable in this study was measured service quality aspect with IPA. Independent variable is suspected as the cause in the dependent variable. Independent variables in this study are: Reliability, Responsiveness, Assurance.

Data Analysis Method

The measure is considered valid when it actually measures what it is intended to measure (Churchill, G. A. J. Surprenant 1982).

An instrument to be used in research must be able to measure or disclose the data of the variables studied. This can be determined by the validity test to determine the validity of an instrument. While the instrument is said to be invalid if the instrument does not perform the measuring function or does not provide results in accordance with the purpose of doing a research

a. Rank Spearman Correlation Technique

In testing the validity of an instrument, this research uses Rank Spearman correlation technique in follows:

$$p = 1 - \frac{6 \sum di^2}{n(n^2-1)}$$

Description :

P : Rank Spearman correlation coefficient

di : Difference of each Rank

n : Number of Samples

The criteria used are to correlate each item score with the total score. Test the validity of the instrument by looking at the value of significance on the total of each item statement. The criterion is valid if the significance value is less than 0.05. If the value of significance is greater than 0.05 then the instrument item must be repaired or discarded.

The reliability of a measure indicates the extent to which it is without bias and ensures consistent measurement across time and various items. It is a measure of stability and consistency with which instrument measures the concept Sekaran, and Bougie(2009) This means that when the data is true in accordance with the reality, then how many kalipun taken will remain the same Test reliability is done by using the formula Cronbach Alpha as follows:

$$r_{11} = \left(\frac{K}{K-1} \right) \left(1 - \frac{\sum \sigma^2 b}{\sigma^2 t} \right)$$

A variable is said to be reliably if it yields an alpha value of ≥ 0.60 . Then also explains whether a data can be said reliability significance or not, the categorized in the table as follows:

Table 1. Importance Performance Coefficient Interval

Coefficient Interval	Relationship Level
0,800 - 1,000	Very High
0,600 - 0,799	High
0,400 - 0,599	Medium
0,200 - 0,399	Low
0,000 - 0,199	Lowest

Source : Data Processed (2017)

Importance-Performance Analysis was first proposed and introduced by Martilla and James (1977) as a means by which to measure client satisfaction with a product or service. Martilla and James in 1977 in their article "Importance-Performance Analysis", published in the Journal of Marketing. The IPA approach recognizes satisfaction as the function of two components: the importance of a product or service to a client and the performance of a business in providing that service or product (Martilla and James, 1977). The importance Performance Analysis conceptually rests on multi attribute models. This technique identifies strengths and weaknesses of a market offering in terms of two criteria that consumers use in making a choice. A particular application of the technique starts with an identification of the attributes that are relevant to the choice situation investigated. Lower importance ratings are likely to play a lesser role in affecting overall perceptions, while higher importance ratings are likely to play a more critical role in determining customer satisfaction. The objective is to identify which attributes or combinations of the attributes are more influential in repeat purchase behavior and which have less impact. The list of service quality and marketing can be developed after canvassing the relevant literature, conducting focus groups interviews and using managerial judgement. This evaluation is typically accomplished by surveying a sample of customers. Importance Performance Matrix is divided into four quadrants based on importance performance measurement result as shown in the figure.

RESULT AND DISCUSSION

By comparing correlation index in Pearson Product Moment Correlation Coefficient to test the validity of variables, with a significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%), then the research instrument is stated as valid

Table 1. Validity Statistic Lion Airline

		reliability_avg	responsiveness_avg	assurance_avg
reliability_avg	Pearson	1	.812**	.675**
	Correlation			
	Sig. (2-tailed)		.000	.000
	N	100	100	100
responsiveness_avg	Pearson	.812**	1	.645**

	Correlation				
	Sig. (2-tailed)	.000		.000	
	N	100	100	100	
assurance_avg	Pearson	.675**	.645**	1	
	Correlation				
	Sig. (2-tailed)	.000	.000		
	N	100	100	100	

SS, 2018

Table 2. Reliability Statistics

Cronbach's Alpha	of Items
.758	3

Source : IBM SPSS, 2018

Table 2 shows that the Alpha Cronbach is .758 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable. There are three indicator on measuring the level of importance and performance analysis, which are: (1) Reliability, (2) Responsiveness and (3) Assurance. Data is based on questionnaire that are collected from respondents and is tabulated with Microsoft Excel. Table 3 is the result based on average value of importance and performance that set the online booking system of lion air in four quadrants as shown in.

Table 3. Attributes, Importance Mean, Performance Mean, Quadrant

Online Booking System	Importance Mean (Y)	Performance Mean (X)	Quadrant
Reliability	3.69	3.72	IV
Responsiveness	3.7	3.72	II
Assurance	3.7	3.51	I
Average Value	3.70	3.65	

Source : Data Processed (2018)

Table 3 shows that the importance of Assurance and Responsiveness has the same highest mean (Y = 3.7), followed by the importance of Reliability (Y = 3.69). The performance of Responsiveness and Reliability has the same highest mean (X = 3.72), followed by the performance of Assurance mean (X = 3.51)/ The average value of importance is 3.70 and the average of performance is 3.65.

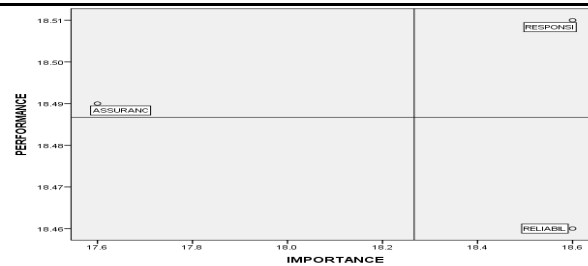


Figure 2. Data plotting of Online Booking System in Four Quadrants

Source : Data Processed (2018) – IBM SPSS 22

Figure 2 shows, that Assurance is located in Quadrant I, which is ‘concentrate here’. Variable that located in Quadrant I means that importance is high but the performance is low. Responsiveness is located in Quadrant II, which is “keep up the good work”. Variable that located in Quadrant II means that it has a high importance to the customer and the company has achieves high performance according to the customer. In short, attributes that are located in this quadrant means that the customer is already satisfied with the company performance. And the last, Reliability is located in Quadrant IV or labelled as possible overkill, which means that the importance is low while the performance is high.

Discussion

This research attempts to answer the problem statements as has been expounded earlier in this thesis. Hence, this research has identified three indicator of Online Booking System of Lion Airline Ticket Sales which are (1) Reliability, (2) Responsiveness, and (3) Assurance . Punctuality departure schedule, Access to service, Affordable to costs, Facility according to the price, Additional facilities, willingness to assist customers, Service meet customer expectations, To do Check-in, Ability to resolve customers problems, Safety transaction, Trustworthiness of employee to customer, Fee payment, Low tax, Company responsibilities. Research has considered all sources of theories, books, journals and other supporting sources in constructing the whole research. Questionnaire is used to collect data and Likert scale is used to score the data. Then, the data are analyzed with Importance and Performance Analysis method. This method is useful to know the importance and performance of Lion Air’s Online Booking System. Company responsibilities or professionalism of employee to assist customers which is on the lowest level of performance for customers of Lion Airline Ticket Sales based on the data plotting. While in terms of Important, Lion Airline Ticket Sales responds in the highest important level followed by willingness to assist customers, Service meet customer expectation, To do check-in, Ability to resolve customers problem. Best interest are above the average level of important.

In quadrant I, importance is high but the performance is low; this quadrant labelled as “concentrate here”. Assurance located in this quadrant. Assurance is one of the important things in order to keep the customer satisfaction and loyalty to always use the service or product from a company. Assurance regarding the online booking system of lion air based on the result from the respondents the assurance of lion air is not working. Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence. Lion air must concentrate here in order to build the customer satisfaction and loyalty and to compete with other airline company in Indonesia and overseas. It is considered not important to customer because if the service provided by the professional work, customer does not need to be worried about assurance of the service. The customer considered it unimportant for them but the employee perform well in getting customer’s trust to serve them. Things that need to be retained in assurance are always consistent and maintain customer loyalty through payment, return and resolve any obstacles and problems as clearly as can be.

Responsiveness is located in quadrant II. It means that, the importance is high and the performance is high. This quadrant labelled as “keep up the good work”. Responsiveness is concerns the willingness or readiness of employees to assist customer and provide service. The company of Lion Airline provided the ability to resolve customer problem is important for the customer. It is important and have high performance for customer of Lion Airline Ticket Sales. It is considered important to customer because the customer will be better when the flight can be enjoyed on time and Lion Airline performs well for that. It involves timelines of services. To maintain the two dimensions, they are Importance and Performance to remain stable and stay afloat, the airline must continue to perform performance details in stages through ordering, customer needs, airline

online websites, mailing a transaction slip immediately, Calling the customer back quickly; Giving prompt service, especially the speed that airlines can do it the right responsiveness for customers to produce customer loyalty. According to the result, the customers are satisfied enough with performance of this indicator which is high performance. Seen from this fact, the result indicates that Responsiveness of Lion Air through its online booking system have strengths and should continue being maintained. The management do not need to do much, just keep up the good work and give the customers need.

In quadrant III, the indicator has low importance and low performance and it is labelled as “low priority”. There is no indicator located in this quadrant.

In quadrant IV or called as “possible overkill” ,records correctly, Performing the service at the designated time. The result based which means that the importance is low while the performance is high. Reliability located in this quadrant. Reliability involves consistency of performance and dependability.

There are two indicators that need to be concentrate by the company which are assurance and reliability, and one indicator that need to keep the performance which is responsiveness. The two indicators which are assurance and reliability can have an impact on the company internally and externally, on the level of ticket booking benefits, customer satisfaction and trust, guarantees that make customers more confident using Lion Airline by simplifying the purchase process Flight ticket, suitable facilities, good service and punctuality on the flight as well as the airline in charge that have any problem. It means they are able to provide good service to customer such as customer can be easily to booking ticket by online and the boockingebsite is reliable. The indicator that must be maintained are responsiveness which is responsive to the situation. Responsiveness is a very important indicator that must be one of the factors that must be maintained by Lion Airline because of the responsiveness of the airline to all customers, it is considered important to customer because if the service provided by the good respon from the website or by the service usually, customers does not need to be worried about the quality o the airline.

Many things that must be maintained by the airline to always be responsive in any situation like Lion Airline must responsibly help and solve any problems that exist, online Lion Airline services provide what is needed by customers, facilities customers through online ticket ordering, making it easier for customers to Check-In online, gain trust from customers, the airline responds responsibly to any complaints given by customers online or directly.

Conclusion and Recommendatin

Conclusion

1. Assurance of lion air’s online booking system located in quadrant I which means that the company must consentrate here. It means that the assurance has low importance but high performance according to the perspective of the respondents.
2. Responsiveness of lion air’s online booking system located in quadrant II which means that the company need to keep maintaining the responsiveness to its customer. Responsiveness has high importance and high performance
3. Reliability of lion air’s online booking system located in quadrant IV which means possible overkill. The company must more focusing on this attributes because it can be a threat to the company in order to compete with other airline company.

Based on the explanation above, customer perceived of the attributes to measure the online reservation system of Lion Airline mostly important and at the same time the company deliver a good importance, however the performance of one attributes less than what customer expected, is shown in quadrant I which is the attribute there are important for customers but unfortunately the attribute there have low performance.

Recommendation

1. Responsiveness is the attribute that have high importance and also high performance or in the other words, meet the customer expectation. Therefore, Lion Air should keep maintain the good work of this attribute Lion Airline must responsibly help and solve problems that exist, online Lion Airline services provide because it has big impacts to the customer satisfaction and loyalty.

2. Assurance is the attribute that have high importance but low performance. Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence. Lion Air must concentrate more in this attribute in order build more customer satisfaction and loyalty.
3. Reliability is the attribute that have low importance but high performance. Lion Air must focus on this one because it can be a threat to the company in order to compete with the other airline company in Indonesia and overseas. maintaining the reliability of the company with affordable ticket prices, appropriate facilities and good services, the timeliness is given correctly and according to the main all thr reliability in the airline must be improved properly and correctly.

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