THE TITLE IS ANALYSIS OF THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER LOYALTY BY MEDIATING CUSTOMER SATISFACTION (EMPIRICAL STUDY ON PT KENNAMETAL INDONESIA CUSTOMERS)

Bambang Supriyanto, Kandi Sofia Senastri Dahlan
Bunda Mulia University
Email: bambang.supriyanto0812@gmail.com, l1014@lecturer.ubm.ac.id

ABSTRACT
Study This aim For analyze influence image brand and quality service to loyalty customer with consider satisfaction customer as a mediator. Study This carried out on customers of PT Kennametal Indonesia, which is company operating in the cutting tool industry with Kennametal brand. Research methods used _ is approach studies empirical with use questionnaire as tool data collection . Research sample This consists from selected PT Kennametal Indonesia customers in a way random . Collected data analyzed using SMART PLS 3.0 for test connection between variable independent ( image brand and quality services ) and variables dependent ( loyalty customers ) as well mediation from satisfaction customer . Of the 200 questionnaires distributed to Kennametal cutting tool customers , incoming data is 111 however only 106 respondents' data can be used . From the results analysis is obtained that , quality PT Kennametal Indonesia services no influential to loyalty cutting tool customers . Brand image No have influence to loyalty customer . However between image brand and quality service have influence positive and significant against satisfaction customer . Satisfaction customer influential positive and significant to loyalty . As well as satisfaction customer capable mediate partially between _ image brand to loyalty customers , as well satisfaction customers can do it too mediate partially between _ quality service to loyalty customer .
Keywords: image, customer, loyalty, quality

INTRODUCTION
Industry manufacture is industrial activities _ mainly is change material standard , component , or part others become goods so that fulfills it standard specifications (Schmidt et al., 2017). Industry manufacturing in general capable produce in scale big (Wang et al., 2017). Industry manufacturing can also defined as industry processing , ie something processing business _ or change material raw become goods So or goods half so those who have mark add , which is done in a way mechanical with machine , or without use machine (Haris & Suzan, 2021).
As for categories industry manufacture based on its function There is a number of type namely, industry metallurgy, industry material chemical, industrial textile, industry processing material food, hi-tech industry, industry technique (Susilawati et al., 2015). Industry manufacture technique covers including: industry machinery and equipment, industry automotive, industrial aircraft, industry shipping, industry tool heavy, industrial goods electronic (Kawila et al., 2023). Cutting tool industry incl in industry manufacture machines and equipment. Cutting tools are tool tools or tool cut used for processing object materials form of work metal, plastic or wood become material So or half so (Kennametal 2023).

Kennametal Inc. is A global moving company in cutting tool industry with Kennametal brand. Founded in 1938 by Philip M.McKenna in Latrobe, Pennsylvania, United States. Currently Kennametal Inc. has 60 offices branches all over the world. PT Kennametal Indonesia is one of them Kennametal Inc branch. established 2017 in Bekasi, West Java. Since establishment of PT Kennametal Indonesia, sales Kennametal products in Indonesia experience enhancement from year to year. 2022 is recorded sales amounting to 2,342,890 USD.

A company naturally want to obtain profit from results sales and expect lots of sales his. Following is 1 trend sale from PT Kennametal company from 2019 until with in 2022.

Table 1.1 Sales and growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Increase (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>933,355</td>
<td>0%</td>
</tr>
<tr>
<td>2020</td>
<td>1,343,600</td>
<td>44%</td>
</tr>
<tr>
<td>2021</td>
<td>2,055,270</td>
<td>53%</td>
</tr>
<tr>
<td>2022</td>
<td>2,342,890</td>
<td>14%</td>
</tr>
</tbody>
</table>

Gain sales level

Data source processed from PT Kennametal Indonesia sales data for 2019 to with in 2022

In table 1.1 above can seen that from number sale experience enhancement from 2019 to in 2021, however If seen percentage increase from 2021 to in 2022 experience decline. Sale in 2020 worth 1,343,600 USD with percentage an increase of 44% from in 2019. In 2021 sales 2,055,270 USD with percentage an increase of 53% from year before. However, in 2022 sales of 2,342,890 USD were experienced percentage increase more low from year previously that is only by 14%. Percentage increase more sales _ lower in 2022 (14 %) compared with year previously (53%) showed exists decline growth.
If reviewed of the 2022 target achievement only reached 96%. Not achieving sales targets in 2022 full (only reached 96%) shows that business experience difficulty in reach targets that have been set.

With exists decline growth as well as no achieving the targets set, researchers do preliminary survey or survey introduction with do interview open (Feichter et al., 2018). Preliminary survey researcher do for help researcher obtain more understanding of good about issue relevant issues as well as perspective among customers (Forza, 2002). Researchers do interview open with communicate direct to customer Kennametal cutting tool products. With listen responses and views customers, researchers can obtain input valuable that can be used for study continued (Sugiyono et al., 2019).

Based on results interview found problem that is related with support to quality services provided by the company and also related with image brand. Related problems with quality service including delays of delivery goods, company slow in give response problems faced customer. Apart from that customers also have bad perception about brand or product that lasts this they use. Customer try look for cutting tool products as alternative similar so that they reluctant for interact more carry on or do purchase.

Factors such as dissatisfaction customer, perception about brand, or lack of services provided, p... This can give rise to disappointment customers and reduce satisfaction them. Customer feel that business no fulfil hope or no give mark add enough... For maintain loyalty them.

By overall, the problems that occurred in enhancement sales and achieving these targets can impact negative on loyalty and satisfaction customer. Deteriorating brand image can reduce trust customers and influence loyalty them. Quality low service can damage image brand and reduce loyalty customers (Diniz et al., 2021). Companies need analyze reason problem this and take appropriate action for increase experience customer, repair quality service, and build more loyalty strong.

A number of study has done and continued developed for know factor influencing factors satisfaction and loyalty, one of them is image brand and quality service. In context this research examines influence image brand and quality service to loyalty customer with role mediation satisfaction customer become relevant. Strong brand image and quality good service considered as factor it’s important that you can influence satisfaction in the end will create loyalty customers (Mohamed Abd-el-salam et al., 2014).
The Title is Analysis of The Effect of Brand Image and Service Quality on Customer Loyalty by Mediating Customer Satisfaction (Empirical Study on PT Kennametal Indonesia Customers)

With more understanding deep about How image brand and quality service can influence satisfaction customers, and how satisfaction customer can mediate loyalty customers, PT Kennametal Indonesia can identify factor key influences loyalty customer. With So, company can take step step effective strategy in increase image Brand, Quality service, and satisfaction customer For strengthen loyalty customer.

Influencing factors satisfaction customers who are quality service. Customer will feel satisfied when they get good service or as expected. With creation satisfaction can give benefit that is give harmonious relationship between company and its customers so that creation loyalty customers (Huang et al., 2019).

Apart from quality service furthermore is image brand. Brand image describe external properties of the product or services, incl method method Where brand endeavor fulfil need psychological or social customers. Brand image is perceptions and beliefs carried out by consumers, such as reflected in association that occurs in memory consumers (Ferrell et al., 2019).

There is a number of stated discovery that exists connection positive between image brand and satisfaction customers and relationships optimistic between quality service and satisfaction customers, that proves that image brand and quality good service increase satisfaction customer. With increasing satisfaction customers, loyalty brands are also increasing (Shabbir et al., 2020). Similar results also stated that image variable brand influential positive significant positive to satisfaction customer. Satisfaction Customer influential positive significant to loyalty customers (IK Adi and Wijaya 2019).

Whereas according to results study others precisely state on the contrary, that variable quality service No influential to loyalty customers (Dwilianingsih & Indradewa, 2022) (Taufik et al., 2022). Other results are telling different results that image brand No influence satisfaction customer in a way positive (Pelealu 2021). Although a brand has a good image in the eyes existing consumers use it, p the No will direct influence satisfaction customers (Cantona & Tunjungsari, 2019).

Based on results study above each other leaving behind create need For study possible continuation dig more in about influence image brand and quality service to loyalty customers of PT Kennametal Indonesia. In facing difference findings from study previous, research This can give contribution For clarify and expand understanding about connection between image brand, quality service, satisfaction customers, and loyalty customers inside context specifically PT Kennametal Indonesia.

Related research with a partial cutting tool big focuses on related research with matter technical, such as: resilience cutting tool wear (Wear Resistance), influence round engine (Rotary per minute), influence depth cemetery (Dept of Cutt). Just a little very related cutting tool research with satisfaction customer as well as loyalty customer.

1.2 Problem Identification

Based on background behind research, then can formulated problem study as following:
1. Brand image influential positive and significant to loyalty customer
2. Quality service influential positive and significant to loyalty customer
3. Brand image influential positive and significant to satisfaction customer
4. Service quality has a positive and significant effect on satisfaction customer
5. Satisfaction customer influential positive and significant to loyalty customer
6. Brand image influential positive and significant to loyalty Customers are mediated by satisfaction customer
7. Quality service influential positive and significant to loyalty Customers are mediated by satisfaction customer

1.3 Problem Limitations

Scope study carried out on PT Kennametal customers. Viewed from background behind problem and after identify problems that have displayed, then from That researcher give distance to the variable to be researched dotted focus on influence quality service, image brand, satisfaction customers, and
loyalty customer. Acquisition sample study only will obtained from ever Kennametal customer do purchase Kennametal cutting tool products since in 2019.

1.4 Problem Formulation
Based on the research background, it can be formulated problem study as following:
1. Is there influence image brand to loyalty customers to PT Kennametal customers?
2. Is there influence quality service to loyalty customers to PT Kennametal customers?
3. Is there influence image brand to satisfaction customer customers to PT Kennametal customers?
4. Is there influence quality service to satisfaction customers to PT Kennametal customers?
5. Is there influence satisfaction customer to loyalty customers to PT Kennametal customers?
6. Is there influence image brand to loyalty customers at PT Kennametal customers are mediated by satisfaction customers?
7. Is there influence quality service to loyalty Customers are mediated by satisfaction customers to PT Kennametal customers?

1.5 Research Objectives
Research objectives This is For analyze more in relationships and influence, quality service, image brand to Loyalty Customer mediated by Satisfaction _ Customer. Research objectives can explained as following:
1. For analyze influence image brand to loyalty customers at PT Kennametal customers
2. For analyze influence quality service to loyalty customers at PT Kennametal customers
3. For analyze influence image brand to satisfaction customers at PT Kennametal customers
4. For analyze influence quality service to satisfaction customers at PT Kennametal customers
5. For analyze influence satisfaction customer to loyalty customers at PT Kennametal customers
6. For analyze influence quality service to loyalty Customers are mediated by satisfaction customers at PT Kennametal customers
7. For analyze influence image brand to loyalty customers at PT Kennametal customers

1.6 Benefits of Research
Research results expected will give contributions and benefits for development science management strategic, share Cutting tool industry PT Kennametal, divided formulator policy and share researcher others.

1.6.1 Benefits for Theory Development
Benefit from side contribution theoretical, research This will give addition information and enrich literature that becomes base in development theory marketing business, and strengthening as well as expand study about relationships and influence quality service, image brand to loyalty customer through mediating (intervening) satisfaction customers at PT Kennametal Indonesia.

1.6.2 Benefits of Practice for the Cutting tool Industry
Benefit from side contribution practice, research This will give description for positions _ managerial in the cutting tool industry in understand influencing factors _ enhancement loyalty customers, so can develop a more strategic business plan in accordance with condition company and conditions external company. Apart from cutting tool industry, research This beneficial for type industry others who have similar characteristics _ like for example industry manufacture aircraft, industry manufacture defense, industry construction.

METHOD
Research used _ make up associative modeling research causal that is study This have objective test is variable will result other variables experience change or No or aim For analyze linkages between something variable with variable others or in other words how variable One influence other variables (Sugiyono 2019, 55).
The Title is Analysis of The Effect of Brand Image and Service Quality on Customer Loyalty by Mediating Customer Satisfaction (Empirical Study on PT Kennametal Indonesia Customers)

Study This use method quantitative where is the research data form number numbers , and analysis use statistics . Where the data was obtained from respondents who filled in questionnaire ( Sugiyono 2019, 15). In research This researcher will research Influence of Brand Image and Quality service , variable mediation is Satisfaction Customer with and variables related is Loyalty Customer .

RESULTS AND DISCUSSION

4.1 Analysis Results Descriptive Related Profile Respondents and Indicators

4.1.1 Descriptive Analysis Profile Respondent
Cutting tools are tool tools cutting used in the industrial world _ techniques involving machining processes _ For work on metal , wood and plastic materials .

Respondent in study This are 106 cutting tool customers for Kennametal products . Deployment questionnaire is in 7 different industrial areas , namely in Cikarang , Karawang, Bandung, Jakarta, Cilegon , Central Java and Surabaya. Distribution of research instruments form Kuesinaore done via Google form online . Table 4.1 explains distribution questionnaire

PT Kennametal Indonesia is one of them industry cutting tool manufacturing in Indonesia with Kennametal brand . PT Kennametal Indonesia has customer from various line industry . PT Kennametal Indonesia's customers are moving including : General engineering, Manufacturing component automotive , manufacturing component airplane , manufacture component train fire , creation component shipping , manufacturing component etc. _All customer This spread across various remote areas of Indonesia. 80% of PT Kennametal Indonesia's customers are in the Jabodetabek area . Table 4.1 explains distribution questionnaire

<table>
<thead>
<tr>
<th>No</th>
<th>Information</th>
<th>Amount questionnaire</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Questionnaire Which shared</td>
<td>200</td>
<td>100%</td>
</tr>
<tr>
<td>2</td>
<td>Questionnaire Which return However No fulfil criteria</td>
<td>5</td>
<td>2.5 %</td>
</tr>
<tr>
<td>3</td>
<td>Questionnaire Which Return And can in use</td>
<td>106</td>
<td>53%</td>
</tr>
</tbody>
</table>

*Source: Processed by researchers*

Study This use PLS 3.0 method where data or existing data sources not enough from 200.

Respondent in study This are 106 cutting tool customers for Kennametal products . Deployment questionnaire is in 7 different industrial areas , namely in Cikarang , Karawang, Bandung, Jakarta, Cilegon , Central Java and Surabaya. Deployment instrument study form Kuesinaore done via Google form online .

In table 4.1 questionnaire shared to 200 respondents . Distributed questionnaires _ exceed specified number of samples that is This is a minimum of 90 samples done For avoid respondents who did not fulfil criteria . From table 4.1 of 200 questionnaires which is shared there are 111 people filling in . Of the 111 who filled there are 5 questionnaires that do not can used because
respondents No. fulfill criteria in section screening questions at the beginning. Screening questions include a number of question among them what? customer use Kennametal cutting tool products. There were 3 respondents who answered No. use Kennametal cutting tool products however fill in questionnaire. Second screening question is is respondents live on the island Java, there were 2 respondents who filled in questionnaire and answer stay outside Java, then the respondent data This we don’t use it. Respondents used _ in study This own different characteristics and identities _ different. Identity respondents consists from:
1. Profile respondents based on type sex
2. Profile respondents based on age
3. Profile respondents based on domicile
4. Profile respondents based on position
5. Profile respondents based on forever time using the Kennametal Kennametal cutting tool

Respondent data Based on the length of time they have used Kennametal cutting tools, 74.8% of respondents use the Kennametal cutting tool more from 4 years. Meanwhile, 18.7% used cutting tools for 2-3 years. The remaining 6.5% use less cutting tools from 1 year.

From the data obtained responses obtained _ a number of 106, where study use scale likert in accordance with (Hair et al., 2019) that indicator a total of 18 x5 = 90 respondents. whereas in study This that amount respondents already fulfill condition that is on minimum number of respondents required amounting to 90 respondents.

**4.1.2 Statistics Descriptive Evaluation Respondent to Variable Study**

Research Data This describe results survey cutting tool products with Kennametal brand. Survey done with submit a number of sentence statement to respondents. Respondent requested give assessment based on scale 1 to 5. With number 1 is mark lowest whereas a value of 5 is mark highest, so can arranged criteria measurements in table 4.2 as following:

<table>
<thead>
<tr>
<th>No</th>
<th>Scale Measurement</th>
<th>Image Brand, Quality Service</th>
<th>Satisfaction Customer, Loyalty Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.00 - 1.80</td>
<td>Very bad</td>
<td>Very low</td>
</tr>
<tr>
<td>2</td>
<td>&gt;1.8 - 2.60</td>
<td>Bad</td>
<td>Low</td>
</tr>
<tr>
<td>3</td>
<td>&gt;2.60 - 3.40</td>
<td>Enough</td>
<td>Enough tall</td>
</tr>
<tr>
<td>4</td>
<td>&gt;3.40 - 4.20</td>
<td>Good</td>
<td>Tall</td>
</tr>
<tr>
<td>5</td>
<td>&gt;4.20 – 5.00</td>
<td>Very Good</td>
<td>Very tall</td>
</tr>
</tbody>
</table>

*Source : Priest Ghozali (2021)*

Following This is data Which obtained from every variable
4.1.2.1 Statistics Descriptive Brand image

Based on results data tabulation, answers respondents against 5 indicators statement about image brands answered by 106 respondents can seen in Table 4.3 below this.

<table>
<thead>
<tr>
<th>No</th>
<th>Indicator</th>
<th>N</th>
<th>Mean</th>
<th>Median</th>
<th>Min</th>
<th>Max</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kennametal is brand cutting tools Which best “Best Brand” which I use moment This</td>
<td>106</td>
<td>3.896</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.857</td>
</tr>
<tr>
<td>2</td>
<td>Cutting Kennametal Tools own quality more Good compared competitors or “better quality”</td>
<td>106</td>
<td>3.84</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.803</td>
</tr>
<tr>
<td>3</td>
<td>Cutting Tools Kennametal own reputation or “tracks record” Which Good during I use product This</td>
<td>106</td>
<td>4.094</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.734</td>
</tr>
<tr>
<td>4</td>
<td>Cutting tools Kennametal own feature product Which interesting especially in matter resilience to exhaustion or “wear resistance”</td>
<td>106</td>
<td>3.981</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.777</td>
</tr>
<tr>
<td>5</td>
<td>Cutting Tools Kennametal have price Which competitive if calculated with “cost per parts” or CPP</td>
<td>106</td>
<td>4.038</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>0.812</td>
</tr>
</tbody>
</table>

Source: Data obtained and processed by researchers

Based on results spread related questionnaires with variable image brand showing that “Kennametal” is the best cutting tool brand "Best Brand" to use moment This survey get a score of 3.896 means that image Kennametal brand is recognized good by customers However Not yet fully become the best cutting tool in the eyes customer. Next, the Kennametal cutting tool has quality more Good compared competitors or has "better quality", results data survey on statement This the score is this 3.84 means categorized as good. Kennametal cutting tools have reputation or a good “track record”. during I use product This get a score of 4.94 came in very good category. Kennametal cutting tools have feature interesting product especially in matter resilience to exhaustion or "wear resistance", results survey obtained a score of 3,981 came in in category good. Kennametal cutting tools have competitive price if calculated with “cost per part” or CPP, results survey statement fifth indicator This get a score of 4,038 which is categorized as very good.

In table 4.3 regarding indicator image brand obtain The average score is 3.96 and is in in criteria with category assessment >3.40-4.20 ie good. This thing means image Kennametal cutting tool brand whole good. In general results survey showing that the cutting tool brand "Kennametal: has image positive across the board aspect in matter quality, reputation, features product as well as price.

4.1.2.2 Statistics Descriptive Quality Service

Based on results data tabulation, answers respondents against 5 indicators statement about quality services answered by 106 respondents can seen in the table 4.4.

Based on results spread questionnaire related with variable quality service so can can interpreted that, PT Kennametal Indonesia provides service best in accordance with what was promised customer get a score of 4.217 can be obtained categorized as very good. Related with speed as well as accuracy service to customer get a score of 4.208 which is categorized as very good. To guarantee Kennametal cutting tool products so give rise to trust and confidence to...
customer get a score of 4.208 which is categorized as very good. To concern service, friendliness as well as the communication conveyed by PT Kennametal Indonesia received score 4.226 which means that categorized as very good. In conveying knowledge about product to customer Good through brochures, catalogues interesting presentation get score 4.198 which means enter in very good category.

Table 4.4 Statistics Descriptive – Quality Service

<table>
<thead>
<tr>
<th>No</th>
<th>Indicator</th>
<th>N</th>
<th>Mean</th>
<th>Median</th>
<th>Min</th>
<th>Max</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PT Kennametal Indonesia giveService best in accordance Which promised to customer</td>
<td>106</td>
<td>4.217</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.765</td>
</tr>
<tr>
<td>2</td>
<td>PT Kennametal Indonesia help And give service Which fast And appropriate to customer</td>
<td>106</td>
<td>4.208</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.736</td>
</tr>
<tr>
<td>3</td>
<td>PT Kennametal Indonesia provides guarantee to product provided _For give rise to trust And confidence to customer</td>
<td>106</td>
<td>4.208</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.774</td>
</tr>
<tr>
<td>4</td>
<td>PT Kennametal Indonesia provides attention And concern with service , friendliness , communication, as well ability For understand need para customer</td>
<td>106</td>
<td>4.226</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.756</td>
</tr>
<tr>
<td>5</td>
<td>In convey knowledge about product to customer , Kennametal use brochure , catalog And presentation Which interesting</td>
<td>106</td>
<td>4.198</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.794</td>
</tr>
<tr>
<td></td>
<td><strong>Score flat flat</strong></td>
<td></td>
<td>4.211</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data obtained and processed.

In table 4.4 regarding indicator quality service obtain average score of 4.211 and entered in criteria with category assessment >4.20 – 5.00, namely very good. This thing means quality Kennametal cutting tool services online overall very good. In general results survey showing that Kennametal brand cutting tools have quality Excellent service across the board aspect like reliability, power responsive as well as certainty.

CONCLUSION

Based on data analysis and discussion in chapter chapter previously so conclusions obtained is as following: Brand image No influential positive and significant to loyalty Kennametal cutting tool customers. Based on analysis can concluded that image product No have significant influence to retention customer in context Kennametal cutting tool industry. There seem to be other factors more dominant influential to loyalty customer than image brand. Quality service No influential positive and significant to loyalty Kennametal cutting tool customers. This thing means quality service No can influence in a way direct loyalty customer. In context cutting tool industry, especially quality Kennametal good service No can influential to loyalty customer because in the cutting tool industry the selling company must maintain ongoing relationships with customer daily and continuously. Brand image influential positive and significant to
satisfaction Kennametal cutting tool customers. It means there is proof strong that perceptions and opinions customer to the Kennametal brand is impactful positive to level their satisfaction feel it in using this cutting tool. Quality service influential positive and significant satisfaction Kennametal cutting tool customers. This means the more Good quality service perceived by customers so the more tall level satisfaction customerBecause customer feel benefits received from use Kennametal cutting tool products Satisfaction customer influential positive and significant to loyalty Kennametal cutting tool customers. This means the more satisfied Kennametal cutting tool customers, then the more tall level purchase repeated or (repeat orders) and customers. No easy move use other competitor products. Brand image influential positive and significant to loyalty Customers are mediated by satisfaction Kennametal cutting tool customers. This thing means when satisfaction customer improve quality service so level loyalty the more increased among Kennametal cutting tool customers.

BIBLIOGRAPHY


Kawila, N. S., Helmiah, F., & Rahayu, E. (2023). APPLICATION OF SAW TECHNIQUE FOR RESEARCH OF POTENTIAL NEW PARTNERS AGENCY OF ASAHAH DISTRICT STATISTICS CENTER. JURTEKSI


