

IMPACT OF THE INTERNET OF THINGS (IOT) ON BUSINESS OPERATIONS AND ASSET MANAGEMENT

Ahmad Nur Budi Utama*

Universitas Jambi, Indonesia

Correspondensi author email: buddieutama@unja.ac.id

Titik Haryanti

Politeknik Tunas Pemuda, Tangerang, Indonesia

E-mail: titikharyanti19@gmail.com

Usup

Politeknik Tunas Pemuda, Tangerang, Indonesia

E-Mail: usupcipta@gmail.com

Abstract

Study This aim For study influence the revolution that the Internet of Things (IoT) brings in change operation business and strategy management assets. Through studies the literature is methodically, analyzed how IoT came to be vital instrument for acceleration efficiency operations and improvements management asset data - based. Study elaborate various IoT applications, from maintenance predictive until process automation and monitoring real-time assets. Findings show that IoT uses have impact substantial in identify and overcome problem operational, optimizing use source power, as well minimize time dead equipment. Besides that, admittedly exists various related challenges like data security and privacy, which becomes consideration critical in IoT implementation. Studies This provide outlook to ways in which IoT can integrated more Far to in practice business, while highlighting necessity strategy adequate security For protect information obtained. Research is recommended advanced focus on development solution security innovative and evaluating impact social and economic from widespread adoption of IoT wide to power work and society.

Keywords: Internet of Things, operations management business assets, optimization efficiency, study literature, data security.

INTRODUCTION

The Internet of Things (IoT) is A paradigm connecting technology device physique with the internet, it is possible communication two direction between devices and systems that control them (Komaludin, 2018) . Draft This No only limited to devices electronic like cell phone clever or computer but also includes various object daily like lights, refrigerator, machine wash, and even components equipped industry with integrated sensors, devices software, and technology network others (

Baskoro & Jabbar, 2023). With the existence of IoT, devices can collect and exchange data in real-time, presenting the former possibility No imagined in improve processes, maximize efficiency, and creating service new. IoT systems usually involve four component main : sensors that collect data from environment around, the connectivity that transmits the data, the data processing that is carried out either at the edge or in the cloud, and interfaces possible users interaction man with device.

The potential of IoT stretches out spacious and very significant the impact for various sector, start from industry manufacturing, health, agriculture, to smart cities. In industry manufacturing, IoT capable revolutionize the production process through maintenance predictive that reduces machine downtime and improves efficiency production. In the field health, connected devices can monitor condition patient in real-time, it is possible intervention more medical fast and personal. For agriculture, IoT sensors can help in management source water power, monitoring condition land, and control pest, pushing practice more agriculture sustainable. Whereas in smart city concept, IoT plays a role in optimizing management Then cross, management energy, and services public For create more urban environment efficient and friendly environment (Buana & Ratnaningtyas, 2022) . The presence of IoT, with support technology related, open half new in innovation, promising enhancement quality life and efficiency operational in various field.

In this digital era, the Internet of Things (IoT) has be the driving force main for operation business and management assets. IoT makes it possible company For own visibility yet Once happen previously on their assets and processes, ensuring that they can operate business they with more efficient and effective. Objective main use of IoT in business is For process and retrieval automation data - based decisions, ultimately can reduce costs, increase productivity, and deliver superiority competitive (Safitri et al., 2022) . Through acquired data from various sensors and devices, management can analyze trend operational in real-time, acquiring possible insight help in optimizing channel work, and introduce innovation throughout chain mark business.

Management asset is one of the aspect critical where IoT delivers significant impact. With utilise various sensors and devices connected, business can track location, performance, and condition asset in real-time (Ain et al., 2022) . This possible management asset become more responsive and based predictions than reactive (Aprilia et al., 2019) . Maintenance predictions powered by IoT can in a way drastic reduce incident blackouts are not planned, extending service life assets, and lower cost maintenance. With Thus, the goal use of IoT in management asset is For increase reliability, reduce cost operational, and managing related risks with assets that do not works or degradation performance in a way effective.

Besides that, IoT facilitates transformation operation business become more data- oriented, which makes it possible customization and personalization service to customer (CSRA., 2022) . With real-time data obtained from IoT devices, enterprises

can more understand needs and preferences customer, adjust experience customer in a way dynamic. This is also opening road for business models new ones that produce Genre new and increased income loyalty customer (Madi & Akzan, 2020) . For example, the data obtained from connected device can inform planning more products Good or allows a subscription model For continuous service updated and personalized.

Remember all profit this is important for company For implementing IoT as part from strategy business they For face continuing market challenges changed. IoT adoption is not only increase efficiency and reduce costs, but also become important in shape the future sustainable and innovative organizations (Hasmirati & Akuba, 2020) . Deep IoT integration operation business and management asset it's not A choice, but become A must be in the middle global competition and increasing market demands increase (Putra, 2019) . With commitment to digital transformation and the right investment in IoT technology, company can reach sustainable and constructive growth strong foundation for a bright future.

Unfortunately, still there is a significant knowledge gap about extent of impact real from IoT to efficiency operation business and practice management assets. In fact, deep understanding about matter This very crucial for rushing company adopt technology new For ensure investments made can produce enhancement performance expected business (Pangesti & Setyono, 2020) . Obscurity This create need urge For deepen understanding about how IoT can changing the operational and strategic landscape management asset in the very world of business competitive moment This.

Literature review moment This often emphasize the potential and benefits of IoT without explore challenges that arise as consequence from integration technology This in scale more business wide. Companies need clear mapping about how IoT can influence every aspect operation business, start from chain supply until interaction customer. The impact of IoT on management assets also require analysis more continue, remember asset is component important in determine efficiency and productivity in operation business. Without comprehensive identification and understanding to challenge this, company Possible will face the risk is not unexpected, which in the end can hinder desired innovation and growth.

More Far again, literature must explore cases real companies that have adopting IoT and implications period length to operation as well as management assets. Through detailed research and analysis systematic cases, knowledge gaps This can bridged For give more guide good and recommendation strategic for holder interest. Based on enriched understanding this, company will more Ready For utilizing IoT as tool For reach efficiency, improve satisfaction customers, and ultimately, gain superiority sustainable competitiveness.

RESEARCH METHOD

Study This use method studies literature For analyze the impact of the Internet of Things (IoT) on operations business and management assets. Approach This chosen Because possible collection and synthesis diverse existing knowledge in literature academic, report industry, as well studies case companies that have implementing IoT in the operation. Studies literature This started with search systematic sources relevant information through academic databases such as Scopus, Google Scholar, and JSTOR, as well as leading websites that present it report industry and analysis trend technology (Abdussamad & Sik, 2021) . Keywords used in search covers “ IoT's impact on operations business ”, "IoT in management assets "," optimization operation with IoT”, and related other. This process aim For get broad and deep perspective about topic study.

After identifying relevant sources, collected data Then organized based on the category each (I. Sari et al., 2022) , such as IoT definitions and concepts, IoT applications in operation business, IoT effect on management assets, and studies case related. Analysis process literature involve evaluation critical to findings in source the, identification thematic main, as well as synthesis information For produce outlook new about how IoT affects efficiency operational and strategic management assets in the company. Approach studies literature This possible study For form understanding comprehensive about the topic studied, potentially uncovering existing knowledge gaps, and giving recommendation related application of IoT in context more business wide.

RESULT AND DISCUSSION

Understanding the Internet of Things (IoT)

The Internet of Things (IoT) is integrating concept object physique to in digital networks, making it possible they For collect and share data. Definition of IoT itself can interpreted as consisting of ecosystems from mutual devices connect and communicate, which is equipped with sensors, software, and internet connectivity for possible collection, exchange and processing of data with A little or without intervention man (Prihanto et al., 2021) . Draft this is basically it change things daily be " smart " with give they ability For respond and adapt with the environment, so increase efficiency, accuracy, and utility economical (Komaludin, 2018) . Uniquely, IoT does not only refers to the device advanced but also objects simple as can be given digital intelligence for communicate with user, environment, or device other.

One of component the key that makes IoT efforts become unique is a sensor. Sensors are detection tool change environment or change others and send information the to device other. With sensors, IoT devices can collect data from environment around like temperature, humidity, pressure, movement, and more Again (Pangesti & Setyono, 2020) . Data collected by these various sensors become critical

Because can used For take decision in a way automatic, analyze trending, and improving performance system. Component key second is connectivity. IoT devices are a must connected to the internet or other networks for send and receive data. Without connectivity, IoT devices do not will capable share collected data or accept instructions from other devices or perpetrator main system.

The processor and software platform are other vital components in IoT configuration. Processor Act as brain from IoT devices, process the collected data and run the enabling software device For do tasks certain. Deep software platform IoT devices are layer technology that connects hardware and applications (Soesanto et al., 2023) . This provide environment in which the application can running and possible device For interact with user or other devices (Baskoro & Jabbar, 2023) . This software also often be equipped with algorithm learning machines and intelligence possible creation device become more smart and more independent so that can repair self Alone or warned user about need maintenance before happen damage.

Uniquely, what differentiates IoT from other technologies are dependence on big data and data analysis. IoT devices generate huge volumes of data big from integrated sensors in various device. Analysis from big data This need sophisticated algorithm For see patterns, trends, and insights that can used For make decision business or increase quality life. Besides that 's uniqueness IoT initiative also lies in its wide application, starting from smart home, smart city, industry, health, agriculture and other sectors others on average depend on efficiency real- time data collection and analysis. IoT connects the physical world with the digital world on a scale that has not yet been Once There is before, open opportunity big for innovation and development sustainable and smart solutions.

Application of IoT in Business

Application of the Internet of Things (IoT) in various industry taking place with amazing speed and has been change method operation daily executed. In industry manufacturing, IoT enables machines and equipment For connect and communicate One each other, creating what sometimes called as factory clever (Rustam, 2020) . Smart sensors installed on the machine collect data in time real about condition operational, like temperature, speed production, and time stop, allow more management Good to maintenance predictive and efficiency operational. Collection of this data facilitate process optimization through big data analysis and intelligence artificial intelligence (AI), leading to more automation height and increase productivity (Rinawati et al., 2022) . Temporary that, deep sector logistics, IoT contribute in increase management chain supply with top real-time tracking goods and vehicles, reducing time wait and upgrade satisfaction customer.

In sector health, IoT implementation has been offer extraordinary progress normal in monitoring patient and management maintenance health. Device medical

connected smart can give monitoring Keep going continuously to patient with condition critical, possible taking decision fast and accurate clinical care (CSRA., 2022). Example real from This is use of watches smart as can be monitor beat heart and sends data to provider service health in real time. Besides that, IoT facilitates management asset House Sick through tracking equipment medical, in fact effective reduce associated time and costs with tracking and maintenance assets. Need will solution more health integrated and efficient the more is increasing, and IoT offers method intelligent For bring innovation to in system service health.

In industry agriculture, IoT has play role important in revolution agriculture precision. Soil and air sensors connected can give information about condition soil, humidity, and climate, permitting farmer For optimizing regular use of water, fertilizer and other materials more effective. With Thus, IoT in the sector agriculture No only increase results harvest but also helpful in preservation source Power nature. From the corner look environment life, IoT contributes to the efforts continuity with monitor and control consumption energy in building smart and city smart, leads to reduction footsteps carbon. The role of IoT in industry moment This is about enhancement sustainability, efficiency and innovation through use technology sophisticated connecting digital information with the physical world, generating possible insight change operation industry fundamentally.

Deep IoT Management Asset

Development Internet of Things (IoT) technology has bring significant impact on various sector industry, no exception in realm management assets. The IoT concept provides framework where the devices work connected can communicate and interact No only with man but also with asset other in real-time (Purwanti, 2022) . This matter open opportunity new in management assets, which makes it possible company For obtain outlook deep about condition, location, and performance asset they (Prihanto et al., 2021) . Consequently, practice management asset has changed from traditional become more dynamic, encouraging efficiency operational and reduce cost in a way significant.

One of aspect most importantly from application of IoT in management asset is maintenance predictive. Different with approach maintenance just reactive Act after happen damage, or maintenance preventive measures that follow timetable still without consider condition actual assets, maintenance predictive focuses on monitoring condition asset in a way continuous and predictive When maintenance should done (Rachmawati, 2018) . This matter made possible by use various sensors installed on assets, which can measure parameters such as temperature, vibration, pressure, and more Again. Collected data the Then analyzed For identify pattern or the signs show potency future damage.

Deep IoT integration maintenance predictive bring a number profit. Companies can reduce time stop that doesn't expected Because asset can maintained before happen damage, guarantee continuity operational (Majid, 2022) . Fertility initiative this also minimizes cost maintenance Because action can taken appropriate time, avoid expensive repairs. Besides that 's age asset can be extended Because potency problem handled before cause damage critical.

Feature important other than application of IoT in management asset is asset tracking, or tracking assets. In environment complex industry, filled with with various tool weight, machinery, and equipment, knowing position exact asset become critical For ensure efficiency operational. With IoT, devices trackers embedded in assets possible company For monitor location asset in real-time, no only help in optimizing use asset but also deep prevent theft or loss of assets (Aprilia et al., 2019) .

Tracking asset IoT- based also provides ability For monitor condition asset moment they move location or used in operation field (Komaludin, 2018) . This matter Far exceed simply monitoring location ; That involve analysis condition assets, such as temperature and humidity, which can be influence quality and integrity assets, especially sensitive ones like product pharmacy or material food. With So, company can take action direct If asset No saved in optimal conditions, improve management risk.

More Next, IoT makes it possible data integration from various source For give outlook holistic about assets. Management platform assets that use IoT can aggregating data from sensors, systems management assets, recordings maintenance, and resources other For give description complete about health and asset status. This possible taker decision For plan and optimize use asset with more OK, identify opportunity For savings costs, and improve decision strategic related assets.

Deep IoT implementation management assets are also encouraging more collaboration big among team. With centralized and easy asset data accessible, team cross function can collaborate in a way efficient in taking decision related assets. This matter contribute to a better work culture integrated and responsive, where every team, from operational until finance, have relevant insights For support his decision.

In period long, use of IoT in management asset provide base for innovation continuous and process improvement. Along development sensor technology, data analysis and connectivity, company can Keep going increase method they manage assets. Use algorithm learning machines and deep AI analyze the collected data through IoT, for example, you can open possibility new in maintenance predictive, providing more predictions accurate and recommended more maintenance personalized.

Through exploration deep about the influence of IoT on practice management assets, incl maintenance predictive and asset tracking, obviously that technology This own role revolutionary. IoT enriches industry with ability For monitor, manage and

optimize asset with way more smart, efficient, and proactive, ensuring that asset can contribute maximum to success operational. Adopting industries approach IoT - based without doubtful Again will are on the line front innovation, establish standard new in management efficient and effective assets.

Benefits and Challenges of IoT for Operation Business and management Asset

In an increasingly world connected, the Internet of Things (IoT) has revolutionize method operation business and management asset done. Technology This offer flexibility yet Once There is previously in monitor and manage source Power in real time. IoT makes it possible business For collect data regularly direct from connected device to the internet, providing outlook deep about performance and efficiency assets. This matter leads to taking more decisions smart and use source more optimal power. One of benefit main the application of IoT is subtraction cost operational (Siswanto & Dewi, 2020) . Sensors and devices intelligent offer ability monitoring asset in a way constant, reducing need For consuming manual checks time and resources Power. From checking quality product until maintenance machines, IoT automates procedural processes and provides real-time feedback for necessary adjustments, facilitating operation in a way more efficient.

Benefit next from IoT (Sianturi & Andika, 2022) is enhancement in maintenance predictive. Blessing monitoring continuously carried out by IoT sensors, companies can identify and treat problems with assets before potential develop become serious failure. This No only avoid loss from time stop that doesn't planned but also extend age assets. Besides the, analysis of data from IoT can reveal patterns and trends in use assets, enabling company For do scheduling more care precision, which is the end can optimizing age service assets and pressing cost repair and replacement.

In context management operations, IoT strengthens chain supply with give more visibility Good on inventory and shipping. IoT -based tracking does not only increase accuracy inventory but also facilitate monitoring condition product during delivery (Puspitasari et al., 2018) . Temperature, humidity, and other influencing factors quality product can monitored, making sure that product until to objective in prime condition (Purnamasari, 2020) . This very crucial For the industry relies on commodity sensitive or easy stuff broken, like food and medicine, where quality can direct influence safety consumer.

More far, IoT contributes to experience more customers better and more personal (Adhim, 2018) . With collect data via IoT devices, business can more understand preferences and behavior customer they. As for example, retailers can arrange reset layout shop based on pattern movement customers measured by sensors, or even adapt offer promotion based on preference detected shopping (DP Sari, 2023) . Customization This increase satisfaction customer at a time strengthen loyalty to brand.

However, along with various Benefits, there are a number of challenge in IoT implementation. Data security becomes the most critical issue, because connected IoT devices in a way constant increase risk data breaches and attacks cyber. Therefore, company must in a way active secure the network as well as connected device to inside. Strong data protection and protocols security become key so you can utilise the sophistication of IoT without endanger core business information.

Besides that's a challenge integration is also frequent experienced by the company. Originating IoT devices from various vendors with different platforms Can difficult For integrated to in existing IT infrastructure. Companies must Work hard develop compatible system or adopt standard only those who can unite all over digital and physical assets This in One easy ecosystem managed.

Lastly, it is required skill special For analyze and interpret large amounts of data generated by IoT devices. Enhancement ability data analytics and learning machine seen as solution important for the company can dig mark Actually from their IoT investments. Labor must trained or recruited For manage this, which means that education and development Skills become important in the IoT era.

In conclusion, IoT offers potency big in increase operation business and management assets, leading to savings cost, efficiency more operational high, and satisfaction more customers big. However, for truly utilise benefit technology this, company must overcome challenge security, integration, and data analysis with strategic and comprehensive.

IoT implications for Operation Business and management Asset

Internet of Things (IoT), which represents the internet of things all something, is network from object embedded physical with sensors, devices software, and other technologies for objective connect and exchange data with other devices and systems via the internet (Lubis & Sitorus, 2023) . Phenomenon this is the day This shake the world and create wave revolution in practice operational business as well as asset management (Nugroho & Anisa, 2018) . With ability For interconnect various assets and systems, IoT enables automation, data collection, and control yet Once happen before, which produces significant efficiencies and possibilities new for business.

Implications first and most direct of deep IoT business is transformation big in the operation process. Tools and machines factories, vehicles logistics, HVAC systems in buildings commercial, and many again, everyone now can connect and communicate. This possible company For collect granular data regarding operation they in real-time, which improves visibility and enable taking more decisions quick and precise (Ulorlo & Soelehan, 2019) . Monitoring This No only speed up solution problem but also simplifies the management and maintenance process assets.

Progress in IoT no only enrich quantity and quality of data that can be accessed by the company but also offers ability in analysis predictive. Systems powered by AI

and machine learning can use data generated by IoT to not only react to condition moment but also predicting incident coming through maintenance predictive. This means that damage can be anticipated and prevented before happens, reduces time stop and extend age assets. As for example, sensors on machines production can detect pattern vibration not as regularly as possible show wear and tear. Maintenance can be scheduled before damage serious happens, which doesn't possible done with approach maintenance reactive traditional.

IoT is also dressing up the world of management asset with more efficient. Management more assets good help organization in optimizing use existing assets, avoid purchase assets that do not necessary, and appropriately whole increase return investment. With information detailed about location, condition, and performance assets, companies can make more decisions appropriate about when must replace, repair, or disable equipment. Implementation technology this therefore promising substantial increase in efficiency and productivity, simultaneously with subtraction cost.

Besides that, IoT makes it possible automation in scale yet once seen previously. System intelligent automation can arrange every aspect operation start from control temperature until management supply without mix hand humans, reduce possibility error human and liberating power work for more tasks analytical and strategic. In context management assets, automation can control environment from equipment important, take care temperature and humidity at optimal levels for maximizing reliability and efficiency.

However, adapting IoT in scale big also presents challenge specifically related with data security and privacy. With so lots mutual devices connect and communicate important data, already become possible scenarios for hackers for find gaps and damage system. Protect information sensitive this from threat cyber become very important, necessary significant investment in solution security as well as application strong policy for manage risk.

There are also questions around implications social and ethical of deep IoT operation business and management assets. Problem like excessive data collection, surveillance, and impact to field work must handled with wise and considerate. This including ensure that replacement work with automation done with humane way and that worker equipped with skills relevant new with the energy market changed work.

Dependence on IoT also brings level complexity new in management IT assets and infrastructure. Integrate very technological various, from various vendors, with existing system there is possible need transformation IT architecture and large business processes. This not only about installing sensors and devices soft latest but also change method company operate and manage their data, which can become an expensive and consuming endeavor time.

CONCLUSION

Study This reveal potency Internet of Things (IoT) technology has a big impact on updating operational processes company and optimize management assets. From discovery main, visible clear that use of IoT sensors for real-time monitoring possible company For collect accurate data in a way constant, which is then can used For analyze trending, simplifying maintenance, and reducing time stop operational. Besides that, ability technology This in support analytic predictive show benefit significant in detect problem potential before happens, so can save costs and improve efficiency in a way whole. Findings This answer question main study about how IoT can utilized For repair management assets, with show that integration technology This to in system operational can bring more efficiency height and reduction cost.

Study This own a number of necessary limitations noticed. First, study literature carried out part big focused on literature available online, which is possible No fully covers all over spectrum research or case use of IoT in management assets. Second, though study This emphasize profit IoT usage, however data security and privacy, which is aspect Another important aspect of IoT, no explored in a way deep. this limitation influence ability For fully understand associated risks with application IoT technology and maybe ignore challenge practical in its implementation.

Remember limitations study here, there is a number of recommended direction For future research. Firstly, it is required studies more field deep For explore case use concrete of deep IoT management assets in various industry, which can give more insight practical and comprehensive. Second, research advanced about security and privacy of data in very IoT context important, remember increasing concern related with deep data protection IoT implementation. This matter will help identify possible solution overcome potency risk security. Lastly, future research can too focus on measurement impact economic and social from IoT applications, incl the effect to power work and consideration ethically involved, for ensure that development technology walk along with interest more social wide.

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