

**BUILDING BUSINESS EXISTENCE IN THE MIDDLE OF A PANDEMI STORM BY
ESTABLISHING BUSINESS COOPERATION WITH DIGITAL APPLICATIONS**

Asep Sunandar

Pakuan University, Indonesia
asepleuwikasep@gmail.com

Abstract

The main key to realizing the success of a business is the ability of a business to respond to changes and competition that occurs, where this is very dependent on the ability of a business to respond to the wishes of its customers so that customers have a sense of trust and get satisfaction with the products provided. Satisfaction of customer loyalty can be realized if customer satisfaction is achieved and one way to achieve this satisfaction is if the company can provide good quality service so that it instills trust in customers.

Keywords: Business cooperation, Business network, Business digitalization, Service, Quality

REFERENCE

- Anang M Firmansyah. (2018). *Prilaku Konsumen (Sikap dan Pemasaran)*. Group Penerbit CV Budi Utama.
- Anggranei, F. N. (2020). REALITAS KOMPETENSI GURU PASCA SERTIFIKASI. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 3(4), 331-340.
- Anggraeni, F. N. (2020). SURVEY MOTIVASI KERJA DRIVER OJEK ONLINE GRAB. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 3(3), 251-260.
- Anggraeni, F. N. (2020). DETERMINAN MOTIVASI INTERNAL TERHADAP KINERJA. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 3(2), 161-170.
- Wahyudi, M. (2018). DETERMINAN KOMITMEN ORGANISASI DOSEN DI WILAYAH KOPERTIS IV. *Jurnal Ekonomi Efektif*, 1(1).
- Harras, H., Sugiarti, E., & Wahyudi, W. (2020). *Kajian Manajemen Sumber Daya Manusia Untuk Mahasiswa*.