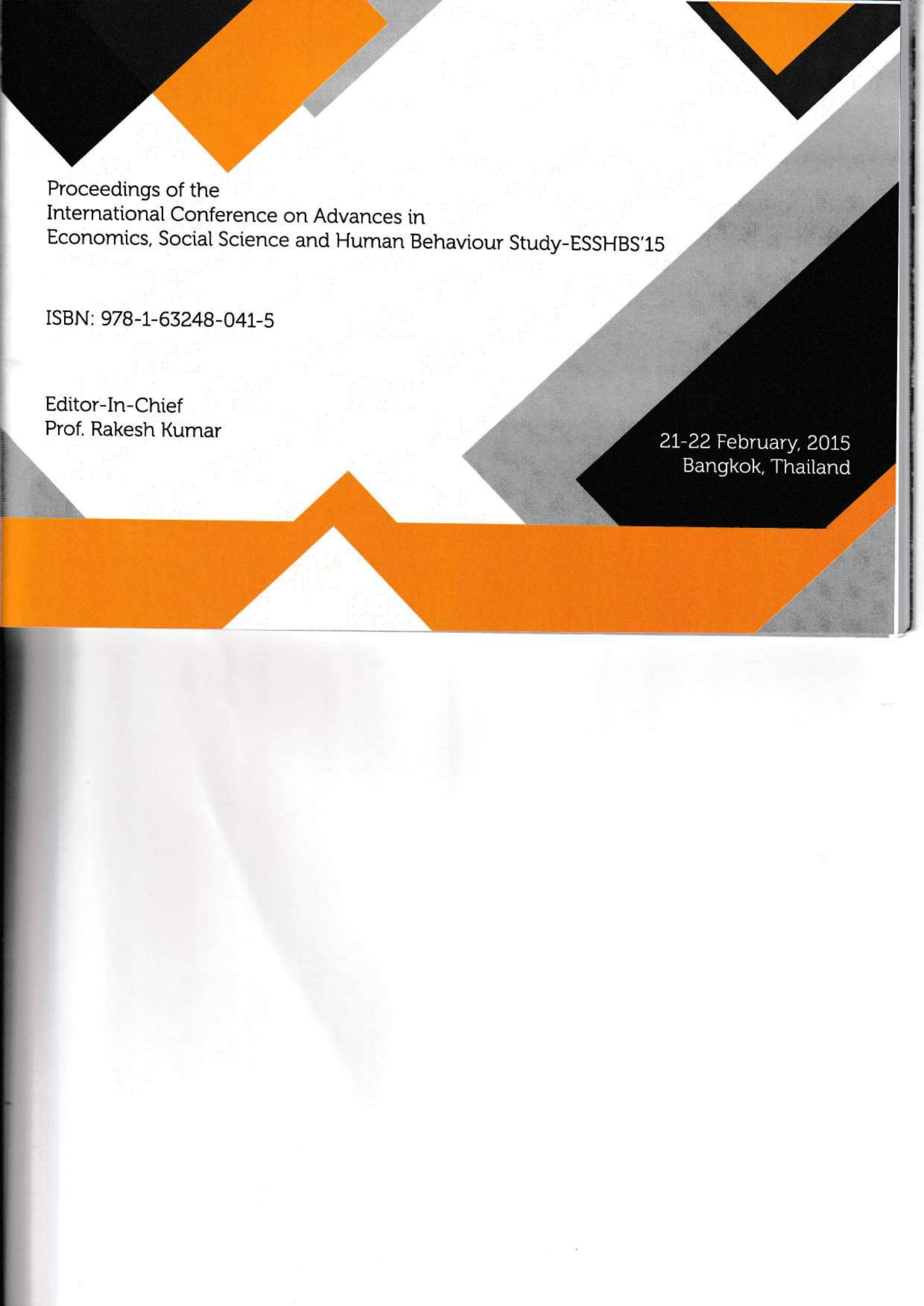




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➔ **“Influences Analysis Internal, Marketing, Interactive Marketing and External Marketing Toward Service-Profit-Chain. (Case Study on Beauty Clinic in Jakarta, Indonesia)”**

Rr Dyah Eko Setyowati, Yani Antariksa

**Abstract :** This study examines three aspects, namely the Internal Marketing, Interactive Marketing and External Marketing Toward Service-Profit-Chain. The population of this study is customer aesthetic beauty clinic, with a sample of 75 respondents. The data used is primary data, processing with program SPSS 20.0, as well as testing the questionnaire through the stages of test reliability and validity. Hypothesis testing using multiple linear regression with the classical assumption; normality test, Heteroskedasitas, Multicolinearity, and autocorrelation test. Of the t test (partially) and F test (simultaneously) received the results of both hypotheses. Therefore, it is suggested that companies in the service implements three types of marketing services, including interactive marketing, internal marketing and external marketing, in order to be successful marketing strategy, and has a loyal customer who is willing to promote their products through word of mouth, generating huge profits, and sustainable.

**Keywords :** Internal Marketing, Interactive Marketing and External Marketing, Service-Profit-Chain.

➔ **“A Comparative Study To Locate The Difference Between Time Trial And Pursuit Running”**

Siakot Chatterjee, Sri, Samir Mondal, Samirranjan Adhikari

**Abstract :** Running on the track requires power, strength, stamina, valor, confidence, sprit and heroism. Track events are charming and attractive. Sprint running ability and training related to it has gone through numerous experimentations. There are several methods related to development of sprinting ability of athletes like downhill running, running with weight jackets, various types of start sprint like standing, crouch and flying. There are also several training methods for enhancement of speed endurance of athletes. Based on knowledge and understanding gathered from practical experiences and sharing of ideas and views with the experts the author with his intuition strived to work out on the concept of pursuit running and its difference with time trial running related to track & field performance and training. In his study the investigator randomly selected 24 students within the age group