

THESIS

**THE EFFECT OF TECHNOLOGY, PRODUCT VARIATION, AND
DISTRIBUTION CHANNELS ON THE ECONOMIC EFFICIENCY OF
COCONUT COIR BUSINESSES IN CILACAP AND PURBALINGGA
REGENCIES**



By :
REVANIA ANANDITA PUTRI
SIN. C1G020034

**MINISTRY OF EDUCATION, CULTURE, RESEARCH,
AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF ECONOMICS AND DEVELOPMENT STUDIES
PURWOKERTO
2024**