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**Association of International Business & Professional Management (AIBPM)  
Malang, Indonesia**

## **PREFACE**

It is a great privilege for us to present the proceedings of 2022 International Conference WIMAYA (ICW) to the authors and delegates of the event. We hope that you will find it useful, exciting and inspiring. 2022 WIMAYA is a prestigious event organized with a motivation to provide an excellent international platform for the academicians, researchers, industrial participants and students around the world to share their research findings with the international business expert. 2022 WIMAYA aims to provide opportunity for the global participants to share their ideas and experiences in person with their peer expected to join from different parts on the world. In addition, this gathering will help the delegates to establish research or business relations as well as to find international linkage for future collaborations in their career path.

The 2022 WIMAYA outcomes will lead to significant contributions to the knowledge base in these up-to date business management and economic fields in scope. Therefore, on the day of completion of this journey, we are delighted with a high level of satisfaction and aspiration. The responses to the call-for-papers had been overwhelming – both from Indonesia and from overseas. We would like to express our gratitude and appreciation for all of the reviewers who helped us maintain the high quality of manuscripts included in the proceedings. We would also like to extend our thanks to the members of the organizing team for their hard work. We are now optimistic and full of hope about getting the proceedings of 2022 WIMAYA. We appreciate that the authors of 2022 WIMAYA may want to maximize the popularity of their papers and we will try our best to support them in their endeavors. Let us wish that all the participants of 2022 WIMAYA will have a wonderful and fruitful time at the conference.

Last but not least, we also want to thank Universitas Pembangunan Nasional “Veteran” Yogyakarta, Indonesia; Chitkara University, India; Universiti Sains Malaysia, Malaysia; The Royal University for Women, Bahrain; Jindal Centre for Global South, India; Osun State Polytechnic, Nigeria; Symbiosis Centre for Management Studies, India; Dawood University of Engineering and Technology, Pakistan; ViTrox College, Malaysia; Dehradun Institute of Technology, India; National University of Modern Languages, Pakistan; Amity University Kolkata, India; Maharishi Markandeshwar (Deemed to be University), India; Agasti AC&DRS College; MIET, Greater Noida, India; Tishk International University, Iraq; Kebri Dehar University, Ethiopia; Vistula university, Poland; Neville Wadia institute of management studies and research, India; Dr Shakuntala Misra National Rehabilitation University, India; St. Xavier's College (Autonomous) Ahmedabad, India; Prestige Institute of Management and Research Gwalior, India; Amity University, India; Sri Aurobindo College of Commerce and Management, India; Jindal center for Global South, India; Sentral College Penang, Malaysia; Universiti Tunku Abdul Rahman (UTAR), Malaysia; University of Delhi, India, who have contributed on this conference.

Conference Chairman,

**Dr. Yoga Religia, M. Kom**

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## **Non-Machine Loom Silk Weavers Shift of Value in Pekalongan Based on Male Dominance and Lack of Weaver Regeneration**

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### **ABSTRACT**

Pekalongan City produces silk weaving fabrics that are crafted using non-machine looms (ATBM, *alat tenun bukan mesin*). Due to the social taboo for a man to be a weaver, the majority of ATBM silk weavers in many regions of Indonesia are women. This is not the case in Pekalongan where the majority of silk weavers in several villages (Wedono, Kertajayan, Pakubulan, Tirto, and Kaweden) are men, and the women only serve as their assistants. This phenomenon has caused an issue where young people are less interested in becoming the next generation of weavers. This study aims at investigating this unique phenomenon and explaining the causes of male dominance and the dynamics of the weavers' regeneration crisis based on historical facts, backgrounds, and values. It should be noted that this study focuses on gender issues of the weavers and the shift of value of young people to preserve the city weaving culture. The scope of this study includes weavers in five Pekalongan villages as the foundation for a comprehensive primary field data investigation, with the results serving as input for constructive problem-solving. The method of the study is based on the significance of (1) object analysis; (2) textual/document analysis; and (3) visual interpretation. The novelty of this study is indicated by its findings about the relevance between the weavers' cultural values, mental and social behavior, and the social conditions that occur in the construction of male power dominance.

**Keywords: Male Weavers, Weaver Regeneration, Pekalongan Non-Machine Loom Silk**

## **Strategic Management Accounting for Village-Owned Enterprises in Indonesia**

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### **ABSTRACT**

The growth and development of BUMDes in Indonesia is very rapid, but it has not been able to contribute to optimally increasing the income and welfare of rural communities. Strategic management accounting is an approach to management accounting techniques that can support the achievement of organizational goals and objectives. This research is based on contingency theory that there isn't universally applicable approach. The development of strategic management accounting needs to consider the characteristics of the organization, including the organizational environment. The object of this research is Village Owned Enterprises in Indonesia. Respondents in this study were: administrators (managers) of Village-Owned Enterprises in Indonesia. The data analysis technique used a qualitative description. The results show that most village-owned enterprises in Indonesia have always and often applied strategic management accounting techniques, however, there are still many BUMDes managers who sometimes even rarely apply strategic management accounting techniques. This condition may be one of the factors that not yet optimal function and role of BUMDes in encouraging economic improvement and community welfare.

**Keywords: BUMDes, Strategic Management Accounting, Organizational Goals, Contingency Theory, Village Owned Enterprises**

## **Analysis of the Effect of Community Welfare Against Economic Growth in Indonesia**

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### **ABSTRACT**

Indonesia is one of the main actors in the global economy, but if Indonesia's economic growth rate increases, it is not necessarily directly proportional to the level of people's welfare. The welfare of the Indonesian people, which is still not evenly distributed in terms of the economy and its economic growth which always shows fluctuations every year, even experiences a drastic decline in certain years, is the purpose of this paper to determine the effect of public welfare on the development of economic growth in Indonesia. By using the inflation variable, HDI, education, poverty, and the unemployment rate as a description of people's welfare and economic growth are described using the GDP variable. An analysis this is done by using OLS (ordinary least square) / multiple regression. The OLS uses diagnostic tools, namely the classical assumption test consisting of normality, autocorrelation, multicollinearity and heteroscedasticity. From the results of the analysis passed the classical assumption test which means that the residuals are normal, there are no autocorrelation, heteroscedasticity, and multicollinearity problems, it can be concluded that there is a significant relationship between community welfare and economic growth in Indonesia.

**Keywords: GDP, Inflation, HDI (Human Development Index), Poverty, Unemployment**

## **Okun Law and Educated Unemployment in Java**

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### **ABSTRACT**

This study analyzes whether the impact of economic growth on educated unemployment differs between vocational high school and college graduates. This study uses secondary data covering unemployment of the vocational and college graduate, economic growth, population growth, and wages in Java except for The Jakarta Capital Special Region. The research model is formulated in the dynamic regression with an unemployment rate as the dependent variable, economic growth as the independent variable, and population growth and wages as covariates. The results show that economic growth has no impact on the unemployment of vocational high school graduates. However, economic growth has a negative effect on college graduates' unemployment. It means that for college graduates' unemployment Okun's law is supported, but for unemployed vocational high school graduates this law is not supported. In addition, population growth positively affects the unemployment of vocational high school graduates, while for college graduates, population growth has no impact. The wage rate positively affects the unemployment of vocational high school and college graduates. To reduce the unemployment of vocational high school graduates, the government cannot rely on growth, but must find other way such as developing labor-intensive production processes.

**Keywords: Educated, Unemployment, Growth, Okun, Law**

**The Effect of Firm Size, Leverage, Fixed Asset Intensity,  
Inventory Intensity and Profitability on Effective Tax Rates  
(Empirical Study on Food and Beverage Companies Listed  
on the IDX in 2017-2020)**

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**ABSTRACT**

This study aims to determine the effect of firm size, leverage, intensity of fixed assets, inventory intensity and profitability on the effective tax rate. The population of this study is the food and beverage sector companies listed on the Indonesia Stock Exchange (IDX) in 2017-2020. The sampling technique used in this study is purposive sampling with criteria listed in a row as a food and beverage company that issues audit reports for the 2017-2020 period on the IDX so that the data obtained is sourced from companies that consistently report their company performance so as to produce research that actual. The results of the sample selection obtained a final sample of 12 companies. Hypothesis testing in this study uses multiple linear regression analysis with the help of SPSS version 25 software. The results of this study indicate that firm size affects the effective tax rate, while leverage, fixed asset intensity, inventory intensity and profitability show no effect on the effective tax rate.

**Keywords: Effective Tax Rate, Firm Size, Leverage, Fixed Asset Intensity, Inventory Intensity, Profitability**

**Analysis Of Supply Chain Management, Competitive Advantage, and Company Performance: A Study on SMEs in Sleman Regency, Special Region of Yogyakarta, Indonesia**

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**ABSTRACT**

This research concerns contemporary beverage SMEs in Sleman Regency, Special Region of Yogyakarta. The data used in this study is primary data. From the existing population, the researchers took a sample of 50 SMEs. This study uses a purposive sampling technique with the following criteria: SMEs enter into strategic partnerships with suppliers; SMEs establish relationships with customers; MSEs share information with supply chain management elements; SMEs pay attention to the quality of information. This study analyzes supply chain management, competitive advantage, and company performance in contemporary beverage SMEs in Sleman. Purposive sampling data collection method. The data analysis method uses SEM based on PartialLeast Square (PLS). The results of this study are: supply chain management significantly has a positive effect on company performance; supply chain management significantly has a positive effect on competitive advantage; competitive advantage significantly has a positive effect on company performance; competitive advantage mediates the relationships between supply chain management and company performance in beverage SMEs. in Sleman, Yogyakarta Special Region. The following research will need to consider supply chain management variables through competitive advantage that affects company performance. The researchers hope further researchers to consider the variables that have not been included in this study.

**Keywords: Supply Chain Management, Competitive Advantage, Company Performance, Contemporary Beverage SMEs, PLS, Sleman**



## **The Analysis of Green Supply Chain Management, Green Capability, and Economic Performance, a Study of Catering SMEs in The Special Region of Yogyakarta, Indonesia**

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### **ABSTRACT**

The purpose of the paper is to analyze the effect of green supply chain management on economic performance in catering SMEs in the province of the Special Region of Yogyakarta, Indonesia. In the previous research, that relationships is mediated by green capability as the intervening variable. This study uses a purposive sampling technique. There are 50 catering SMEs as samples in this study. The questionnaire data were analyzed using the SEM (Structural Equation Modeling) analysis method using the SmartPLS v.3.2.7 software. The results of this study are different from the previous research. The differences may come from the highly distinct population from the prior research subjects. Therefore, some hypotheses are not accepted. Only one hypothesis is accepted, which is about the effect of green capability on economic performance. The limitation of this research is that it only conducts research in one sector, and the differences in circumstances and places of research cause research results to differ significantly from previous studies. In addition, the results of this study cannot be generalized and do not represent existing businesses in other sectors.

**Keywords: Green Supply Chain Management, Green Capability, Economic Performance, Catering SMEs, Yogyakarta**

**Improving IT Performance with The ITIL V.3 Frame Work  
Approach Based on The DMAIC Method at PT.FKS  
Multiagro, Tbk**

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**ABSTRACT**

In an effort to provide better IT service and quality in order to support the company's course of business processes, the possibility of achieving the goals of IT service delivery is good and quality cannot be achieved. One indicator of the achievement of the IT services is to achieve maximum satisfaction index internal users to use the IT services. Poor achievement index of user satisfaction can be caused by many factors, one of which is the performance of the IT organization. This study was conducted to know the things that affect the poor achievement index of user satisfaction in IT services and how to obtain the proper improvement, in terms of the service operation in the IT organization FKS Multiagro Conducted through focus group discussions with the management of the IT organization FKS Multiagro and the results obtained were analyzed with the DMAIC method by using a reference standard ITSM, ITIL v.3 frame work. The study concluded that poor achievement index of user satisfaction in IT services FKS Multiagro is caused by the absence in some instances, the lack of OLA and UC for all services, the absence of KEDB, no problem management, lack of configuration management, lack of incident information received through telephone, lack of training and no guidelines for prioritizing incidents.

**Keywords: User Experience, IT services, Factors Contributing to Poor User Experience, DMAIC, ITIL v.3**

## **Community as a Medium for Promoting Cultural Tourism (Study on Ternate Heritage Society Community)**

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### **ABSTRACT**

A community is a forum where individuals gather to form a group that takes the initiative to start a process of activities that can improve the situation and condition oneself to carry out positive actions to solve community welfare problems. In addition, the community plays an active role as a forum for distributing various information, one of which is promoting tourist attractions. This study aims to explore tourism promotion through a community, especially cultural tourism in Ternate City, North Maluku, Indonesia. This community is called the Ternate heritage Society Community (THS). This study used an ethnographic qualitative approach, and data collection was obtained through observation, interviews, and documentation. This study was conducted in Ternate City using Miles and Huberman's analysis model. The results of this study show that THS has used a community branding strategy as a form of cultural tourism promotion in Ternate City. Based on the findings, the community covers two aspects—branding and medium of promotion. In terms of branding, it can be defined that branding of a cultural community refers to cultural identity, agent of change, and internalized cultural values. Six indicators formed this definition—existing role models, establishing community categories, being motivated, timelines, and character uniqueness of the community. With regards to the medium of promotion, THS has been an agent of promotion by optimizing digital marketing for millennials. Future studies are also suggested on promoting cultural heritage to the youth.

**Keywords: Cultural Heritage, Branding, Digital Marketing**

## **The Effectiveness of Eradicating and Preventing Corruption in Indonesia: A Fuzzy Logic Approach**

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### **ABSTRACT**

Corruption is a phenomenon that is not easy to observe. Conventional mathematical models are unrealistic to explain economic behaviour. Fuzzy logic facilitates more humanistic modelling and analysis. The urgency of this research relates to the policy of eradicating and preventing corruption in Indonesia. The main objectives of this study are to modelling corruption and analyse the effectiveness of eradicating corruption in Indonesia. This research uses fuzzy logic with Mamdani fuzzy inference system (FIS Mamdani). Secondary data sources are from the Indonesian Central Statistics Agency (BPS) and other international institutions. The results show that corruption in Indonesia is 36.14 percent of GDP, meaning that corruption in Indonesia is 'big'. This measure of corruption can be interpreted as national leakage or inefficiency of the national economy. Ineffective policies are increasing bureaucratic costs and widespread fiscal decentralization. While effective policies are increasing government effectiveness, increasing the rule of law, increasing economic freedom, and increasing school participation.

**Keywords: Corruption, Fuzzy Logic, FIS Mamdani, Corruption Production Frontier (CPF), Indonesia**

**The Influence of International Coal Prices, International Prices of Petroleum, and Japan's Gross Domestic Product Per Capita To the Demand for Indonesia Coal Exports to Japan Year 2000-2020**

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**ABSTRACT**

Indonesia's non-oil and gas exports are one of the sectors that contribute significantly to Indonesia's trade balance. This study aims to analyze the influence of international coal prices, international prices of petroleum, and Japan's Gross Domestic Product Per Capita on the demand for Indonesian coal exports to Japan in 2000-2020. This research is quantitative, the type of data used is secondary data for a 21-year time series sourced from the World Bank, BP Statistical Review of World Energy, Ministry of Energy and Mineral Resources and other related sources. The analysis method of this study uses an Error Correction Model (ECM) using Eviews 9 software. The results of this study show that in the short term the international price of coal and the international price of petroleum did not affect the demand for Indonesian coal exports to Japan in 2000-2020, while Japan's GDP Per Capita had a positive effect on the demand for Indonesian coal exports to Japan in 2000-2020. In the long run, the international price of coal does not affect the demand for Indonesian coal exports to Japan in 2000-2020, while the international price of petroleum and Japan's GDP Per Capita have a positive effect on the demand for Indonesian coal exports to Japan in 2000-2020.

**Keywords: Coal International Price, Petroleum International Price, Japan GDP Per Capita, Export Demand, ECM**

## **The Influence of Human Resources Audit and Internal Control System on Employee Performance in PT. Subur Sedaya Maju Prabumulih**

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### **ABSTRACT**

This study aims to analyze the Effect of the Human Resources Audit and Internal Control System on Employee Performance at PT. Subur Sedaya Maju In Prabumulih". This research design is descriptive and quantitative research using the census method or total sampling, namely a study conducted using samples using the entire population where the population is less than 100 people. Data collection was carried out from April to August 2022. The research population was all employees of PT. Subur Sedaya Maju in Prabumulih. Respondents used were 90. Primary data collection techniques were carried out by distributing google form questionnaires. This study uses the IBM SPSS 25 version of the analysis tool. The results of this study indicate that 1) Human Resources Audit and Internal Control System have a positive and significant effect on Employee Performance, 2) Human Resources Audit and Internal Control System partially have a positive and significant effect on Employee Performance, 3) Internal Control System has a dominant influence on Employee Performance the value of the coefficient of determination (Adjusted R<sup>2</sup>) is 0.471 or 47.1%, this shows that the influence of the Human Resources Audit variable (X1) and Internal Control System (X2) on Employee Performance (Y), is 47.1% and the remaining 52 ,9% influenced by other variables outside the study.

**Keywords: Human Resource Audit, Internal Control System, Employee Performance**

## **Determinants of Capital Structure of Indonesian Public Listed Property and Real Estate Firms**

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### **ABSTRACT**

The objectives of this paper are to examine and analyze the influence of significant factors that affect the capital structure of listed real estate and property firms in Indonesia and to test the capital structure theories. The research method used was quantitative causal method. To achieve intended objectives, a pooled data was taken including 136 real estate and property firms listed in Bursa Efek Indonesia (Indonesia Stock Exchange) over the time period of 2019 and 2020. This research used secondary data published by the Indonesia Stock Exchange. The collected data were analyzed by linear regression model using six independent variables, profitability, liquidity, growth of sales, tangibility and firm size. Profitability, liquidity, sales growth and firm size simultaneously deliver a significant effect on the capital structure. Among the five variables, profitability, liquidity, tangibility and firm size were found to be statistically significant determinants of capital structure.

**Keywords: Profitability, Liquidity, Sales Growth, Tangibility, Firm Size**

## **The Effect of Environmental Pressures and the Covid19 Pandemic on The Adoption of TikTok by MSMEs: Can MSME engagement moderate?**

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### **ABSTRACT**

This study aims to review the adoption of TikTok social media by MSMEs during a Covid19 pandemic within the scope of the organization. The integration of environmental factors within the framework of TOE, environment during a pandemic, and MSME engagement was carried out to explain the key parameters in explaining TikTok's social media dopsi. This research was conducted by distributing a survey to 200 respondents who are MSMEs in the Special Region of Yogyakarta Indonesia affected by Covid19 who have used the TikTok application. Based on the questionnaire distributed only 155 survey results can be used for later analysis using SEM-PLS. The test results showed that customer pressure had no significant effect on the adoption of TikTok social media by MSMEs. The study found that the role of MSME engagement in moderating customer pressure and competitive pressure on TikTok's social media adoption is simply a predictor moderation. This research confirms that the role of environmental factors in the TOE framework is still quite strong in identifying the adoption of TikTok social media by MSMEs in developing countries. Subsequent researchers and MSME owners were able to use the set of variables in this study to develop a strategy for adopting TikTok social media by MSMEs. This study also presents a series of variables that can be used to study the future adoption of TikTok social media by MSMEs.

**Keywords: Customer Pressure, Competitive Pressure, Environment during a Covid19 pandemic, MSME engagement, TikTok Social Media Adoption.**



## **The Role of Government in the Penta Helix Synergy Model on Halal Tourism Development and Economic Growth in Pahawang Island Islamic Economic Perspective**

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### **ABSTRACT**

PERDA Lampung Province No. 6 of 2012 Pahawang Island has become a leading tourist destination for districts / cities, this cannot be separated from the charm of beauty that is on Pahawang Island. The high number of tourist visits, especially Pahawang Island, is one of the potentials in developing sharia tourism. Of course, in the development of the concept of sharia tourism, there needs to be cooperation between all interested parties in the tourism sector. In the penta helix synergy model, there are 5 elements or 5 stakeholders in the development of sharia tourism, namely the government, business people, communities, academics, and the media. Of the five elements contained in the penta helix synergy model, this research focuses on 1 element, namely the government, a discussion of the role of the government in developing sharia tourism and as a driver, regulator, and embracing other elements in working together to realize the concept of sharia tourism, especially on Pahawang Island.

**Keywords: Penta Helix Synergy, Halal Tourism, Economic Growth**

## **Accountability Concept of Village Fund Management through Religious Spirit**

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### **ABSTRACT**

Village funds management and its accountability reports in Indonesia are very important since it relates directly to many people in villages and deal with significant amount of funds. The accountability of village fund is also beneficial for the sustainability of the local government development. This study tries to deconstruct the accountability of the village funds using samples from eight villages in Tempel district, Sleman regency, Special Province of DI. Yogyakarta. The village heads, village secretaries, members of the village management board, and village treasurers were selected as the main informant. The validity of the data was done by several tests namely credibility, transferability, dependability, and confirmability tests. Results showed that the accountability of village fund management observed in the sample sites covers vertical accountability, horizontal accountability, social accountability and spiritual accountability. This study imply that the ongoing accountability performed by the village fund managers is accountability in the perspective of both the world and the hereafter.

**Keywords: Accountability, Village Funds Management**

## **The Effect of Financial and Macroeconomic Performance on Coal Company Stock Prices. Comparison Between LQ45 And NonLQ45 Issuers**

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### **ABSTRACT**

The purpose of this study is to determine whether the stock price of coal companies in LQ45 and NonLQ45 companies in Indonesia is influenced by financial performance variables (Operating Cash Flow and Book Value per Share) and macroeconomic variables (coal prices and the level of Chinese coal imports from Indonesia). This research method uses panel data regression analysis using data for the 2018-2020 period. The results show that there is one independent variable that has a significant effect on the coal stock price of LQ45 issuers, and there are two independent variables that have a significant effect on the coal stock price of non-LQ45 issuers. All of the variables used in this study represent the effect of the stock price of coal issuers of 68.30% for LQ45 issuers and 57.68% for NonLQ45 issuers. The conclusion from the results of this study is that the factors that affect LQ45 issuers are financial performance (Book Value per Share) while in NonLQ45 issuers are two factors, both financial performance (Book Value per Share) and macroeconomic (China Coal Imports from Indonesia) affect issuers.

**Keywords: Book Value Per Share, Cash Flow, Macroeconomics**

## **Triple Helix Management Model Based on SWOT Analysis to Empowering Mocaf SMEs**

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### **ABSTRACT**

Ngestirejo is located in Gunungkidul Regency, famous as a cassava producer. It is stated as the sixth rank cassava producer in the world. Unfortunately, the plenty of cassava did not significantly impact the community's welfare due to the lack of human resources and infrastructure. Cassava price slides down when it is in season. A Former study suggested that cassava must be innovated and modified into Mocaf to gain significant economic and human health value-added. This study aims to identify the SWOT of mocaf SME's KWT Ngudi Rejeki and explain Triple Helix's role in empowering the start-up businesses facing the pandemic and the global challenge. The method used in this research is exploratory qualitative. This research uses primary data and secondary data. Primary data are collected through a survey, field observation, focus group discussion, and depth interviews. Secondary data is from printed books, electronic books, scientific articles, scientific journals, and internet sites. The result found that the empowerment program based on SWOT analysis was conducted effectively through the triple helix approach by involving academicians, local government, and civil society groups in the village. However, there are obstacles, especially those related to climate factors and global changes caused by the pandemic Covid-19.

**Keywords: Cassava, Civil Society Groups, Indonesian SMEs, Mocaf SMEs, Pandemic, Triple Helix**

**The Effect of Big Five Personality to Performance of  
Beringharjo Market Batik Traders with Coaching as A  
Mediation in Covid-19 Pandemic Era**

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**ABSTRACT**

This study aims to identify and analyze the influence of Big Personality Five Personalities (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Openness to Experience) on MSME Performance for Traders in Beringharjo Market with coaching as a mediating variable. The number of respondents in the study was taken by purposive random sampling with a sample of 98 traders at the Beringharjo market in Yogyakarta who were able to survive selling during the Covid-19 pandemic. The analytical method in this study uses quantitative methods with Partial Least Square (PLS) analysis tools. The results of the analysis of this study are extraversion personality has a significant positive effect on the performance of MSMEs, agreeableness personality has a significant positive effect on MSME performance, conscientiousness personality has a significant positive effect on MSME performance, neuroticism personality has a significant negative effect directly and indirectly on MSME performance, openness to experience has a significant positive effect on the performance of MSMEs on traders at Beringharjo Market.

**Keywords: MSME Performance, Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Openness to Experience.**

## **The Analysis of Green Supply Chain Management, Green Capability, and Economic Performance, a Study of Catering Business in The Special Region of Yogyakarta, Indonesia**

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### **ABSTRACT**

This study aims to analyze the effect of green supply chain management on economic performance in catering businesses in the province of the Special Region of Yogyakarta. A more specific objective is to examine and analyze the effect of corporate environment policy, packaging waste, and product recycling with the role of green capability as an intervening variable. This study uses purposive sampling as a sampling technique. There are 50 catering businesses as samples in this study. The questionnaire data were analyzed using the SEM (Structural Equation Modeling) analysis method using the SmartPLS v.3.2.7 software. The results indicate that corporate environment policy, packaging waste, and product recycling do not affect green capability and economic performance. Meanwhile, green capability cannot mediate the influence of corporate environment policy, packaging waste, and product recycling on economic performance. The limitation of this research is that it only conducts research in one sector, and the differences in circumstances and places of research cause research results to differ significantly from previous studies. In addition, the results of this study cannot be generalized and do not represent existing businesses in other sectors.

**Keywords: Green Supply Chain Management, Corporate Environment Policy, Packaging Waste, Product Recycling, Green Capability, Economic Performance**

## **Testing Of Weak Form Market Efficiency on Indonesian Capital Market: Study on LQ45 Companies on the Indonesia Stock Exchange**

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### **ABSTRACT**

This study aims to determine whether the Indonesian Capital Market is efficient in its weak form or not. The population in this study is the LQ45 index on the Indonesia Stock Exchange. The sampling technique was the purposive sampling method where in taking the sample the researcher determined the considerations that were in accordance with the researcher's criteria. The sample used is thirty companies that are continuously listed in the LQ45 index during the 2017-2020 period. The data used is daily stock price data for the 2017-2020 period of companies that are continuously listed in the LQ45 index during the 2017-2020 period. Data were taken from [www.yahooofinance.com](http://www.yahooofinance.com). Data analysis techniques in this study are normality tests, run tests, and serial correlation using IBM SPSS statistics software. The results of the study show that the Indonesian Capital Market has been efficient in a weak form.

**Keywords: Market Efficiency, Efficient Capital Market, Run Test, Serial Correlation, Weak Form Market Efficiency**

**The Influence of Commitment and Competence on  
Employee Performance, Mediated By Motivation (Study at  
Yogyakarta Tourism Department)**

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**ABSTRACT**

The aims of this study are to examine the influence of commitment and competence on performance mediated by motivation at work. Data was collected on July 2021. The subject of this study was Civil Servants at Yogyakarta Tourism Service. In this study, employee motivation and performance are determined by commitment. Commitment is something that must be owned by employees because it can lead to behavior that leads to company goals. Employees who had commitment and supported by good competence could be increasing the competitive advantage of the organization. The findings in this study are: (1) Commitment positively and significantly affects employee performance. (2) Commitment positively and significantly affects employee performance with motivation as an intervening variable. (3) Competence has positive and significant influence on employee performance. (4) Competence positively and significantly has an influence on employee performance with motivation as an intervening variable. The implication of the findings is that commitment, competence, and motivation affect employee performance. Suggestions from this study are the role of leaders to continue to encourage employees to work more actively and make good organizational policies to increase employee commitment. In addition, leaders also provide facilities and opportunities for employees to deliver their thought that are useful for the organization.

**Keywords: Commitment, Competence, Performance and Tourism Service, Work Motivation**



## **Child Marriage And Its Impact in Indonesia in 2021**

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### **ABSTRACT**

One of the development problems that still occurs in Indonesia is the high number of child marriages. From the average figure of 9.23 percent in 2021, it still has to be lowered to achieve the target of 8.74 percent in 2024. This paper aims to look at the number of child marriages per province in Indonesia, because of the impact on child labor, not completing school, as well as policy implications. The results obtained from the literature study show that in 2021 there are 22 provinces that have child marriage rates above the national average. There are even 5 provinces that have increased from 2020. The causes of child marriage are multi-dimensional. Estimates using provincial cross-sectional data show that child marriage in Indonesia has a significant positive effect on child labor rates, on the level of not completing Junior High School education, and level of not completing Senior High School education. It takes a concerted effort from all parties so that the number of child marriages can be reduced significantly.

**Keywords: Child Married, Child Labor, Level Not Completed Education**

## **Implementation of Service Innovation on Culinary MSMEs During the Pandemic Covid-19**

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### **ABSTRACT**

This article discusses the relationship between service innovation and the performance of ricebowl entrepreneur "A" in Yogyakarta during the Covid-19 pandemic. The main purpose of this article is to discuss the implementation of organizations agility in the form of serviceinnovation as an effort to achieve the performance of the "A" ricebowl entrepreneur in Yogyakarta. This research was conducted through a qualitative approach by using a literature review and direct interviews with the management at Ricebowl "A". Interviews were conducted with the owner who also acts as a manager within a period of two months where Covid-19 brought very fundamental changes to all businesses in various sectors, including the culinary business. It is undeniable that Covid-19 has created new problems for companies, thus requiring companies to rearrange management so that they are able to survive in conditions that are completely uncertain. Innovation is carried out to attract more markets and is expected to produce more effective and efficient work performance. An organization is considered agile when it is able to survive and thrive in every condition by seeing external change as an opportunity. From this research, it was found that during the Covid-19 pandemic, ricebowl "A" carried out service innovations in the form of collaborating with online delivery applications, adding cooking utensils to reduce driver waiting time, purchasing heating equipment to keep the product at a certain temperature.

**Keyword: Innovation Service, Performance, Organizations Agility, Owner, Covid-19**

## **The Role of Productive Waqf in Realizing the SDGs**

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### **ABSTRACT**

Waqf is a form of social financial instrument that has sustainability benefits. Efforts to produce waqf assets aim to increase their use so as to create an even distribution in all aspects. This is in line with the SDGs, namely maintaining the continuous improvement of the economic welfare of the community, maintaining the sustainability of the social life of the community, and maintaining the quality of the environment. The purpose of this study is to show efforts in realizing the optimization of the SDGs through the role of productive waqf. The research method used is a qualitative study of literature with descriptive analysis techniques. The results of this study indicate that efforts to realize the pillars of SDGs through the use of productive waqf can be done by optimizing the management of waqf assets and economic empowerment. It is hoped that the development of productive waqf in various sectors can be an alternative problem-solving in realizing the SDGs.

**Keywords: Productive Waqf, SDGs, Waqf Management Development, Economic Empowerment**

## **Extraction of the Environment and Potential Development in Supporting Food Security in Bantul District**

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### **ABSTRACT**

Local food, including traditional food and regional specialties, has a strategic role in efforts to strengthen food security, especially in the consumption aspect. The background of the research is based on the need for food and the variety of food in each region which is increasing due to the increasing population. One of the government's missions that are currently being promoted is to develop rural areas that can be achieved through community empowerment to increase productivity and diversity from the use of resources and the environment of the area. Related to local food in Bantul Regency which focuses on extracting potential, especially in the utilization of environmental resources owned and land management outside the planting season (off session) which can support agricultural productivity in Bantul Regency. The methods used to answer these problems are: Observation, Comparative, Interpretative and Comparative. The urgency of this research is to increase food security in Bantul Regency which must be managed by maximizing sustainable environmental extraction.

**Keywords: Local Food, Environmental Extraction, Development**

**The Effect of Product Quality, Price Perception, and Service Quality, on Smartfren's Repurchasing Interest in the COVID-19 Pandemic (Survey of Smartfren Internet Service Users in the Region Yogyakarta Special)**

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**ABSTRACT**

This study aims to determine the effect of product quality, price perception, and service quality on repurchase interest. This research method uses quantitative methods with a survey approach. The sample in this study amounted to 120 respondents. The sampling technique in this study used a non-probability sampling technique with purpose sampling with the criteria of respondents being Smartfren consumers who live in the Special Region of Yogyakarta, and have made purchases three times during the covid-19 pandemic. The results of this study indicate that product quality, price perception, and service quality together have a positive and significant impact on the intention to repurchase Smartfren internet services in the Special Region of Yogyakarta during the covid-19 pandemic.

**Keywords: Product Quality, Price Perception, Service Quality, Repurchase Interest**

## **Demand for Indonesian Patchouli Oil Exports: The Panel Autoregressive Distributed Lag (ARDL) Approach**

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### **ABSTRACT**

This study aims to analyze the demand for oil exports and determine the short-term and long-term impact of patchouli oil price variables, per capita income of patchouli oil export destinations, and the real exchange rate on Indonesia's patchouli oil export demand. This study employed panel ARDL regression (Autoregressive Distributed Lag) on data from 2006 - 2021 with three main export destination countries for patchouli oil, namely the United States, France, and Singapore. Using the Panel ARDL approach for both short- and long-term impacts, all variables significantly adversely affected the export demand over the long term but not short term. The Indonesian government is advised to carry out more intensive policies on the patchouli oil price variable to increase demand for patchouli oil exports in various countries so that the gap between world prices and export prices can be adjusted. It is also recommended that the central or regional government be able to establish various cooperations between countries so that world patchouli oil prices could remain stable, with the hope of increasing state revenues and demand for Indonesian patchouli oil exports.

**Keywords: Export Demand, Panel ARDL, Patchouli Oil Price, GDP Per Capita, Real Exchange Rate.**

## **The Push Factors of International Migration in Java (2011 - 2020)**

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### **ABSTRACT**

The aim of this study is to analyze the effect of the push factors of international migration such as open unemployment, minimum wages and average years of schooling on international labor migration in Java at the year of 2011 until 2020. The data which is used in this study is secondary data, namely data on the placement and protection of migrant workers, open unemployment rates, minimum wages and average years of schooling in Java in 2011-2020 which have been published on portal.bnp2tki.go.id and BPS.go. en. In this study, a sample of 6 provinces was used during 2011-2020. The analysis method of this research uses multiple linear regression analysis. The results show that the unemployment rate has a positive and significant effect on international labor migration. Then, the average length of schooling has a negative and significant effect on international labor migration. Meanwhile, the minimum wage has no significant effect on international labor migration. At the next research, it will be more realistic if the pull factors of international migration also be included as the determinant factor.

**Keywords: Determinant, Labor, Migration, Push Factor, Pull Factor, Wages.**

## **The Effect of Auditors' Capabilities and Competencies on The Performance Accountability of Government Agencies**

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### **ABSTRACT**

Accountability of government agencies' performance is one measure of the success of the implementation of regional autonomy. The accountability of government agencies' performance depends on the auditors' qualifications. This study aims to analyze the effect of APIP auditor capability and APIP auditor competence on the performance accountability of the regency/city government in West Java. This study uses secondary data in performance accountability predicates for West Java regency/city government during 2016-2020. This study uses panel data regression analysis with the predicate regency/city government performance accountability as the dependent variable, while APIP auditor capability and APIP auditor competence are independent variables. The results indicate that the APIP auditor capability and APIP auditor competence positively affect the performance accountability of the regency/city government in West Java. An increase in the capability and competence of auditors encourages increased accountability for regency/city government performance. For this reason, the government needs to encourage the improvement of APIP auditors' capabilities and competencies.

**Keywords: Accountability, Performance, Capability, Competencies, Auditor**



## **The Effect of Financial Ratios on the Bankruptcy Rate of Companies with Profitability as Moderating Variables**

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### **ABSTRACT**

The aim of this study is to determine the level of company bankruptcy and the effect of CR and DAR on bankruptcy rate using EPS as a moderating variable. The object in this study is companies which listed in Jakarta Islamic Index 70 (JII70) for May 2018 to May 2019 period. The number of companies were 30 and collected by purposive sampling technique. The data were analyzed using panel data regression and residual data with Moderated Regression Analysis (MRA). The results shown that the majority of companies listed in JII70 for eight years between 2010-2017 period are in a healthy condition. There are 20 healthy companies of a total 30 companies during study period. There are 9 companies included in healthy category and grey area. Then, only 1 company included in healthy condition, grey area, and bankrupt. Nevertheless, nothing company included in grey area and bankrupt. The panel data regression and Moderated Regression Analysis (MRA) results shown that CR and DAR are simultaneously influence the bankruptcy rate. CR, with the level of significance 0.05, does not have a significant effect on bankruptcy rate partially. While DAR have a significant effect on bankruptcy rate with each significance value 0.0579 and 0.0000. Furthermore, EPS is able to moderate the relationship between CR and DAR on the company's bankruptcy rate with each significance value 0.0002 and 0.0000.

**Keywords: CR, DAR, EPS, Bankruptcy**

## **The Effect of Firm Age, Profitability, Audit Opinion, and Solvency on Audit Report Lag Empirical Studies: Non-Financial and Banking Sector Companies**

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### **ABSTRACT**

This research aims to test and prove empirically the effect of firm age, profitability, audit opinion, solvency on audit report lag. Audit report lag measured by counting the number of days from the closing of the company's financial year to the audit date listed in the independent auditor's report. The age of the company measured by taking the difference between the year of research and the year the company was founded, profitability is measured by Return on Asset (ROA), audit opinion measured by dummy variable and solvency measured by Debt to Asset Ratio (DAR). The population used is non-financial and banking sector companies listed on the Indonesia Stock Exchange (IDX) during the COVID-19 pandemic. The sampling technique used is non-probability sampling with the purposive sampling method. Total observations in this research were 876 observations. The analysis model used in this research is multiple linear regression analysis. The results show that firm age and profitability had an effect on audit report lag, while audit opinion and solvency had no effect on audit report lag in non-financial and banking sector companies listed on the Indonesia Stock Exchange (IDX) during the COVID-19 pandemic 2019-2020.

**Keywords: Firm Age, Profitability, Audit Opinion, Solvency, Audit Report Lag**

## **Intellectual Capital and Firm Value of State-Owned Banks in Indonesia**

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### **ABSTRACT**

This study aims to empirically investigate the impact of intellectual capital (IC) on firm value. IC Efficiency in state-owned banks was examined using VAIC<sup>TM</sup> with measures consisting of Human Capital Efficiency (HCE), Structural Capital Efficiency (SCE), and Capital Employed Efficiency (CEE). Financial performance was examined using the company's return, i.e. the firm value, measured by TobinQ. The research was conducted at state-owned banks in Indonesia. In order to assess the impact of IC on firm value, the authors analyze state-owned banks' data from 2012 to 2021. This study uses panel data from state-owned banking companies' financial statements. The data was collected from secondary sources derived from state-owned banks' annual reports, which later were analyzed using linear regression in SPSS. Several prior studies show different results on the impact of IC efficiency (VAIC<sup>TM</sup>) on the firm value of banking companies. This study finds a significant relationship between VAIC<sup>TM</sup> and TobinQ, only for SCE and CEE. SCE in state-owned banks is proven to provide added value, which can be obtained through IC-related matters such as the attached brands. CEE is proven to affect the firm value through the use of financial and physical capitals in creating firm value.

**Keywords: Intellectual Capital, HCE, SCE, CEE, Firm Value**

## **The Effect of Profitability, Leverage, Media Exposure, and Environmental Performance on Carbon Emission Disclosure**

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### **ABSTRACT**

Disclosure of carbon emissions is a disclosure made by a company that is included in the annual report. This disclosure is still voluntary, so not all companies disclose carbon emissions. This study aims to analyze the effect of profitability, leverage, media exposure and environmental performance on the disclosure of carbon emissions. This study uses secondary data from the financial statements of mining companies listed on the Indonesia Stock Exchange in 2018-2021. The number of samples determined as many as 76 samples with the data collection method that is purposive sampling. The statistical method for testing the hypothesis in this study uses the multiple linear regression analysis method. The results show that media exposure has an effect on disclosure of carbon emissions, while profitability, leverage, and environmental performance have no effect on disclosure of carbon emissions in companies.

**Keywords: Profitability, Leverage, Media Exposure, Environmental Performance, Disclosure of Carbon Emissions**

## **Bank BTPN's Financial Performance Before and After Jenius as a Digital Banking Product**

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### **ABSTRACT**

Jenius from BTPN has attracted many customers and continues to grow every year. However, further research is needed to see the positive impact of Jenius on Bank BTPN's financial performance. Therefore, this study was conducted to test the differences of BTPN's financial performance before and after launching Jenius digital bank products. This study uses CAMELS indicator as the proxy of financial performance. The sample is selected by using purposive sampling method. The criteria used to obtain the sample the annual reports of Bank BTPN before launching Jenius (2013-2015) and after launching Jenius (2017-2019). Based on these criteria, a sample of 3 annual reports of Bank BTPN before launching Jenius and 3 annual financial statements of Bank BTPN after launching Jenius is obtained. The paired t-test method was employed to examine the data by using SPSS25 software. Based on the analysis that has been carried out using the t-test, the results obtained are not the same across all the variables tested. The results of this study indicate that there are significant differences between the NPL and BOPO values of Bank BTPN. Meanwhile, other variables such as CAR, ROE, LDR, and risk-weighted assets according to Bank BTPN before and after launching Jenius digital bank products, there is no significant difference.

**Keywords: Digital Banking, Financial Performance, CAMELS, BTPN, Jenius**

## **Cross Level Analysis of Organizational Justice Climate to Work Misbehavior: Leader-Member Exchange as Mediatio**

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### **ABSTRACT**

The purpose of this study is examined the effect of procedural justice climate and distributive justice climate (unit level) to work misbehavior (individual level). In addition, this study is testing the role of Leader-Member Exchange (LMX) (individual level) in mediating the effect of procedural and distributive justice climate on Work Misbehavior (WM). In this way, this study is a cross-level analysis. Researchers distribute questionnaires to non-civil servant lecturers in 3 New State Universities (NSU) in Indonesia. The instruments are tested by using confirmatory factor analysis and reliability test, then look at the Cronbach's Alpha coefficient. This is processed by Hierarchical Linear Modeling (HLM). Hypothesis test results show that the procedural justice climate has a significant negative effect on Work Misbehavior (H1 supported), significant effect on LMX (H3 supported), and LMX has a significant effect on Work Misbehavior (H5 supported). This research refers to the theory of social exchange as the main theory, so that looking at from the perspective of reciprocity (exchange) that occurs in the relationship between work units and individuals, so as not to see the potential antecedents and consequences which is different when using other theories, such as Resource Based Theory, theory population ecology (population ecology theory) and so on. This study used cross-level analysis to testing the effect of the organizational justice climate (unit/group level) on the Work Behavior (WM) and entering the leader-member relationship variable (LMX) as a mediating variable (level individuals).

**Keywords: Procedural Justice Climate, Distributive Justice Climate, Work Misbehavior (WM), Leader- Member Exchange (LMX), and Hierarchical Linear Modeling (HLM).**

## **Comparative Analysis of the Financial Performance of Financing Institutions Before and After the Credit Delay Policy**

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### **ABSTRACT**

This study aims to examine differences in the financial performance of the Financial Institutions. The measured financial performance is Non-Performing Loan (NPL), Return on Asset (ROA), and Current Ratio. The population in this research is a financial institution listed on the Indonesia Stock Exchange (IDX). The sampling method used purposive sampling technique with the criteria of companies that have businesses in the consumer finance sector and have complete information to process research data. The samples obtained from the use of this technique is 8 companies and 144 observations. The analytical method used is the Wilcoxon test to test the hypothesis. The results show that there are significant differences in Non-Performing Loan (NPL), Return on Assets (ROA), and Current Ratios of Financing Institutions before and after credit payment delay policy.

**Keywords: Financial Performance, Financing Institutions, Non-Performing Loan (NPL), Return on Assets (ROA), Current Ratios, Credit Payment Delay Policy**

**The Influence of Human Resource Management Audit on  
Employee Performance with Motivation and Work  
Environment as Moderating Variables on Employees of  
Bank BPD DIY Yogyakarta Syariah Branch Office**

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**ABSTRACT**

This study aims to determine and analyze how the effect of Human Resource Management Audit on employee performance with motivation and work environment as moderating variables. This research was conducted on employees of Bank BPD DIY Yogyakarta Syariah Branch office. Data collection was carried out from August 2022 to September 2022. The data used in this research are primary data and secondary data. The sampling technique in this study used a saturated sample technique with a total of 31 respondents. The data analysis method used in this study is multiple linear regression and MRA Analysis (Moderated Regression Analysis) with the help of the SmartPLS 3.0 application. The results of this study show: 1) Human Resource Management Audit has a positive and significant effect on employee performance at BPD DIY Syariah Bank Yogyakarta. 2) Motivation is unable to moderate the effect of human resource management audits of employee the performance at Bank BPD DIY Syariah Yogyakarta. 3) The work environment is unable to moderate the effect of human resource management audits on performance on employees of Bank BPD DIY Syariah Yogyakarta.

**Keywords: Human Resource Management Audit, Motivation, Work Environment, Employee Performance**



## **SMA-Technique Strategic Planning, Control and Performance Measurement in Village-Owned Enterprises in Indonesia**

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### **ABSTRACT**

This study was conducted to find empirical evidence of a causal relationship between organizational size, market orientation, and strategic planning, control, and performance measurement in the strategic management accounting (SMA) technique of village-owned enterprises in Indonesia. This research is based on contingency theory. The objects of this research are 51 village-owned enterprises in Indonesia. Respondents in this study were administrators (managers) of village-owned enterprises in Indonesia. The research instrument used was questionnaire that developed by Simon and Guilding (2008) for SMA techniques. The hypotheses were tested using SEM – PLS, that is Warppls 6.0. The results showed that market orientation had a significant effect on the development of strategic planning, control, and performance measurement of the SMA technique in village-owned enterprises in Indonesia, while organizational size had no significant effect.

**Keywords: Market Orientation, Organizational Size, Strategic Management Accounting, Strategic Planning Control, Performance Measurement**

## **Development of Agricultural Commodity-Based District Areas in Sleman Regency, Special Region of Yogyakarta**

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### **ABSTRACT**

The aims of this research were (1) to identify the pre-eminent agriculture commodity, (2) to know specialization and localization of pre-eminent agriculture commodity, and (3) to identify the priority of pre-eminent agriculture commodity development in Sleman Regency. The basic method that be used in this research is descriptive method, with the research is taken purposively. The data analysis used Location Quotient (LQ), Specialization Quotient (KS) and Localization Quotient (Lo). The data used production data of commodity and the average price data of commodity during one year (2021). The results of the study (i) show that the leading agricultural commodities that are widely cultivated at the sub-district level in Sleman Regency in 2021 based on the sub-sector are: Vegetable crops sub-sector, including shallots, pepper, mushrooms, and spinach, while for the bio-pharmaceutical plant sub-sector are: Laos, Kencur, and Turmeric, for fruit crops only sub-sectors of papaya, salak, and livestock are sub-sectors of Cattle, Horse, Buffalo, and Fish. (ii) Based on the analysis of the results of the Specialization Quotient (KS) for agricultural commodities, it shows that there are no activities specializing in the production of agricultural commodities in each sub-district in Sleman Regency. Production patterns tend to be divided into several commodities in each sub-district. Meanwhile, based on the Localization Quotient (Lo) analysis, it shows that of the 23 leading agricultural commodities in Sleman Regency, the localization quotient value is not close to one, which means that the existence of these agricultural commodities tends to spread. While (iii) agricultural superior commodities that are prioritized to be developed in Sleman Regency are horses in Depok and Gamping Subdistricts, mushrooms in Moyudan District, fish by means of rice production in Pakem District, buffaloes in Godean and Sayegan Districts, shallots in District Kalasan, and Laos in Minggir sub-district.

**Keywords: Pre-Eminent Commodity, Location Quotient (LQ), Specialization Quotient, Localization Quotient**

## **Quality Analysis of Black tea Products Using Fishbone Diagram and Failure Mode and Effect Analysis (FMEA) at PT XYZ**

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### **ABSTRACT**

The purpose of this study was to determine the factors that affect the quality of black tea products. This study shows that PT XYZ as a black tea processing company has problems in achieving product quality. This is shown by not achieving the quality target of black tea products, even though the raw materials are relatively in accordance with standards. The analysis used is a cause-and-effect analysis using a fishbone diagram to determine the causes of product quality problems, as well as the use of pareto analysis and 5-why as a support. Failure mode and effect analysis (FMEA) is used as a tool to mitigate risks resulting from failure of the production process, the results of which are used for suggested improvements. The results of this study indicate that the factors that influence the quality problems of black tea products include the degree of shoot wilt that does not comply with standards, employees who do not comply with the SOP and the problem of the machine being off during the production process. From these problems, the researcher proposes improvements, namely to tighten the supervisory function in the withering division, improve the supervision system and conduct recruitment or training in the machine maintenance division.

**Keywords: Quality, Black Tea, Fishbone Diagram, Pareto Diagram, 5-Why's Analysis and FMEA**

## **Analysis of Consumer Psychological Towards Price Discounts: A Case Study at Pakuwon Mall Yogyakarta**

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### **ABSTRACT**

The phenomenon that the price discounts has been altering consumer decisions in allocating revenue. This research aims to analyze how consumer behavior when there are discounted goods and to know the factor of consumer psychological in buying discounted goods. This research uses a quantitative approach and supported with qualitative approach. Methods of data collection in this research through questionnaires and interviews. The analysis technique used in this research is descriptive analysis techniques. The results of this research stated that most of consumers in Pakuwon Mall is more interested in shopping for discounted items. Consumers in the purchase of discounted goods with different motivations and most of them because of personal desires. This means that the consumers no longer considering their needs, but tend to consider price cuts attached to the goods. While the discount goods that are often purchased by consumers is clothing. Consumers are more interested in buying a discount on clothing because choice of clothing are always linked to the lifestyles and has become a habit. The results of this research are expected to be input for related parties to implement the right promotional mix to attract consumers to buy goods.

**Keywords: Consumer Psychological, Discounts, Consumer behavior, Consumer Decision, Choice**

## **Cryptocurrency Price Volatility Analysis on Bitcoin and Altcoins Before and During the Covid-19 Pandemic in Indonesia Year 2019.01 - 2021.08**

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### **ABSTRACT**

The emergence of COVID-19 in December 2019 in China, until it spread to Indonesia in early March 2020 was designated as the center of the transmission of COVID-19. It negatively impacted the financial sector and caused cryptocurrency volatility to increase significantly. Therefore, the purpose of this study is essential to determine the volatility of cryptocurrencies and the method of estimating the price of cryptocurrencies. This shows that cryptocurrency fluctuations are unstable and irregular compared to equities, so the cryptocurrency market is more risky and difficult to predict during the COVID-19 pandemic. In this study, the analytical tools were quantitative and descriptive using the ARIMA and GARCH time series models for time series forecasting. The secondary data were used to determine the existence of volatility. Thus, ARCH Effect is the best model to estimate the volatility price of a cryptocurrency. As a result of forecasting, both bitcoin and altcoins tend to the uptrend.

**Keywords: Cryptocurrency, Volatility, COVID-19 Pandemic**

## **Analysis of Financial Performance of Tourism Sector Company Before and During the COVID-19 Pandemic**

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### **ABSTRACT**

This study aims to analyze of financial performance of the hotels, restaurants and tourism sub-sectors listed on the Indonesia Stock Exchange (IDX) before and during the Covid-19 pandemic. Financial performance is measured by using the ratio of liquidity, solvency, activity and profitability. The data used is secondary data obtained from the official website of the Indonesia Stock Exchange (IDX) in 2018-2021. The population in this study were 38 companies and the number of research samples was 26 companies, which were obtained by purposive sampling during 2018-2021. The analytical method used is descriptive statistical test, data normality test, and Wilcoxon Signed Rank Test. The results of this study indicate that there are differences in the liquidity ratio as measured by the Current Ratio (CR), solvency ratio as measured by Debt to Equity Ratio (DER), activity ratio measured by Total Asset Turnover (TATO), and profitability ratio measured by Return on Asset (ROA) of hotel, restaurant and tourism sub-sector companies that listed on the Indonesia Stock Exchange between before and during the Covid-19 pandemic.

**Keywords: Current Ratio (CR), ebt to Equity Ratio (DER), Total Asset Turnover (TATO), Return on Asset (ROA)**

**Application of Blue Accounting and Sustainability  
Accounting in Pearl Cultivation Company Commanditaire  
Vennootschap (CV) Mairang Jabulenga Village, Aru Islands**

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**ABSTRACT**

This study aims to gain an understanding related to the application of the concept of Blue Accounting and Sustainability Accounting Commanditaire Vennootschap (CV) Mairang Jabulenga Village, Aru Islands. To find out the research question on how to apply blue accounting and sustainability accounting presented by Commanditaire Vennootschap (CV) Mairang, the researcher took the employees of Commanditaire Vennootschap (CV) Mairang and the impact of the application the researcher took several community leaders of Jabulenga village. Data obtained both from literature studies and from field research in the form of observations and interviews will be analyzed using phenomenological methods. Based on accounting standards Blue Accounting will identify, measure, assess, and report ocean growth which is a strategy for analyzing opportunities for the sustainability of maritime wealth. Practical implications suggested embedding articles in issues of blue accounting and sustainability accounting concepts specifically in a broader portfolio of communications for the understanding of practitioners and academics.

**Keywords: Blue Accounting, Sustainability Accounting**

## **The Influence of Brand Satisfaction and Luxury Brand Attachment on Customer Advocacy Through Brand Loyalty on Zalora Marketplace**

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### **ABSTRACT**

This study is an exploratory study where researchers try to measure the influence of luxury brand fashion objects during the Covid-19 pandemic. The purpose of this research is to produce a concept of an online marketing strategy in the 4.0 marketing era for Zalora Indonesia which sells fashion luxury brands, in an effort to face very tight competition in the marketplace in Indonesia and to recover conditions after being affected by the Covid-19 pandemic by measuring the magnitude of the influence of brand satisfaction. and luxury brand attachments to customer advocacy mediated by brand loyalty to customers of luxury fashion brands in Zalora Indonesia. The respondents in this study were 150 who were customers of luxury fashion brands in Zalora Indonesia who had made a purchase at least once. The sampling technique used in this research is non-probability sampling, and the sampling method is purposive sampling. The results show that luxury brand attachments have an influence on brand loyalty, and will increase customer advocacy. The practical implication of this research is that Zalora Indonesia, which sells luxury goods, can increase customer advocacy for online purchases through Zalora Indonesia.

**Keywords: Luxury Brand Attachment, Brand Loyalty, Customer Advocacy**



## **Evaluation of the CIPP Model on the Mental Revolution Program**

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### **ABSTRACT**

This study aims to evaluate the CIPP (Context, Input, Process, and Product) model in the Mental Revolution Program. A qualitative approach through evaluative methods and the CIPP model (context, input, process, and product) was carried out in order to determine the achievement of the targets that have been set, and provide conclusions on the implementation of the program. The results of this study indicate that the evaluation of the CIPP model used to evaluate the Mental Revolution Program has been running but still needs to be improved. This can be obtained from several findings from each model: Context evaluation shows a fairly good interpretation of the achievement of program objectives; input evaluation shows a fairly good interpretation of human resources and budget adequacy, then a fairly good interpretation of facility support; the evaluation of the process refers to the interpretation of both the established mechanism and the barriers; product evaluation shows a fairly good interpretation.

**Keywords: CIIPP Model, Mental Revolution Program**

## **Cost of Goods Manufacturing Implementation with Job Order Costing Method at Pt. Citra Sarung Tangan Indonesia**

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### **ABSTRACT**

This study aims to find empirical evidence related to the calculation of the cost of goods manufacturing to determine the selling price of PT. Citra Sarung Tangan Indonesia, especially in orders for military gloves. Quantitative research is used, along with descriptive analysis that concentrates on the application of the calculation of the cost of goods ordered by PT. Citra Sarung Tangan Indonesia. In this study describes PT. Citra Sarung Tangan Indonesia sets the cost of ordered products on the basis of LOP (Labor, Overhead, and Profit) which is inaccurate because the calculation method does not group overhead costs according to the actual situation. The results showed that there were differences in the calculation of the cost of goods manufacturing between the LOP method and the Job Order Costing method. The results of calculations using the LOP method are known that the company recognizes profits that are too large compared to the Job Order Costing method. This can affect management decisions in the development and plans of the company in the future. PT. Citra Sarung Tangan Indonesia should organize an order cost card, a working hour card, as well as in the charging of factory overhead costs, the cost of goods manufacturing is determined first.

**Keywords: Cost of Goods Manufacturing, Job Order Costing Method, LOP Method, PT. Citra Sarung Tangan Indonesia**

## **Disparity and Volatility of Horticultural Prices in Indonesia Before and Pandemic Period (2019 and 2020)**

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### **ABSTRACT**

Disparity, volatility, and asymmetry of horticultural agricultural commodity prices are important to study during the COVID-19 pandemic. The increase in horticultural prices can cause inflation and reduce the level of real welfare. The disparity in horticultural prices will encourage the flow of goods from low-priced to high-priced areas. The volatility of food prices during the COVID-19 pandemic will add economic pressure to the community. This study aims to analyze the disparity and volatility of horticultural prices and the transmission of food prices from upstream to downstream before and during the 2019-2020 pandemic. The analytical tools used are the average, price difference, coefficient of variation, and error correction model. The results show a disparity in food prices between provinces in Indonesia. Price disparities increase during the pandemic. Price volatility during the pandemic for horticultural commodities is higher than before the pandemic. Changes in horticulture prices at the upstream level significantly affect price changes at the downstream level.

**Keywords: Asymmetry, Disparity, Pandemic, Volatility**

## **Work-life Balance Among Daily Worker Amid Covid-19: Differences Between Gender and Sector**

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### **ABSTRACT**

This study aims to identify WLB in DW workers in the hospitality business during the Covid-19 pandemic in Palembang City. The hospitality business, which includes the lodging, travel and tourism, food and beverage (F&B) and recreation businesses affected by the pandemic, has changed the employment status of surviving workers to Daily Workers (DW). The reduction in workers in this business has caused DW's workload to be heavier. Several previous studies noted that the high workload will disrupt the work-life balance of workers. This study uses a causal comparative study design to explore whether there are differences in WLB by gender and sectorally between the F&B and Lodging sectors during the pandemic. In this case WLB will be seen from the side of Time balance (TB), Involvement balance (IB), and Satisfaction balance (SB). Because the results of the normality test of the data indicate that the research data are not normally distributed, the Mann Whitney U Test non-parametric statistical test was used to test the two samples in this study. Based on the test results, it is known that the WLB gender is different in the time balance variable, while from the sectoral side WLB is different in the satisfaction balance variable.

**Keywords: Work-life Balance, Time Balance, Involvement Balance, Satisfaction Balance, Daily Worker, Hospitality**

## **The Effect of Financial Literature, Investment Knowledge, Risk Perception, and Technology Advancement on Student Investment Interest**

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### **ABSTRACT**

This study aims to determine the effect of financial literacy, investment knowledge, risk perception, and technological advances on student investment interest. This type of research is quantitative research, using multiple linear regression analysis and hypothesis testing. The population of this study were students of the Faculty of Economics & Business UPN V Yogyakarta Class of 2018 & 2019. The sampling technique used was purposive sampling, with a sample of 149 students. The data used in this study is primary data in the form of respondents' answers to the questionnaire, and processed using SPSS version 26 software. The results based on the t-test (partial) prove that financial literacy, risk perception, and technological advances have a positive effect on student investment interest. meanwhile, investment knowledge has no effect on student investment interest.

**Keywords: Financial Literacy, Investment Knowledge, Risk Perception, Technological Progress**

**Anxiety/Uncertainty Management in Cultural  
Communication of Santri Year Teaching of 2021/2022 Al-  
Muayyad Surakarta Islamic Boarding School**

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**ABSTRACT**

Anxiety and uncertainty in communication occur when a person enters a new culture in which there is interaction with other people. This study aims to find out how students in the 2021/2021 batch of Al-Muayyad Islamic Boarding School in Surakarta manage anxiety and uncertainty in the context of intercultural communication that occurs in pesantren. The subjects of this study were 12 students who have different cultural backgrounds, genders, and education levels. Using a qualitative descriptive method with a case study approach that uses interviews and researcher observations to collect data. This research looks for three things, namely anxiety and uncertainty before living in boarding school and while in boarding school, management of anxiety and uncertainty before and while living in boarding school, and mindfulness of santri. The student's anxiety and uncertainty before living in boarding school were being away from their parents and worrying about not having friends. The answers that dominate when living in pesantren are that santri experience anxiety and uncertainty about how their parents are at home, cannot have friends when in pesantren, and are bullied by other friends. This study resulted in the findings of good management of anxiety and uncertainty among students so that effective communication occurs.

**Keywords: Anxiety/Uncertainty, Cultural Communication, Islamic Boarding School**

## **Intelligent System of Integrated Tourism Village Management Based On Assesment of the Indonesian Tourism Village Award and Green Economy**

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### **ABSTRACT**

The development of tourist villages is one form of accelerating village development in an integrated manner to encourage social, cultural and economic transformation of the village. The Ministry of Tourism and Creative Economy runs the 2022 Indonesian Tourism Village Award Program which aims to make Indonesian tourist villages a world-class and highly competitive tourism destination. This research relates to an intelligent system that includes a recommended method of integrated tourism village management based on the assessment of the Indonesian Tourism Village Award (ADWI) and the Green Economy. This web-based intelligent system was developed using the System Development Life Cycle method. Recommendations for this integrated tourism village include: visitor attraction, homestay, digital and creative village, souvenirs, public toilets, application of cleanliness, health, safety, and environment sustainability (CHSE), village institutions and green economy eco-activities in tourist villages. An intelligent system that provides recommendations for visitors to select tourist villages according to their desired preferences using the ADWI and Green Economy screening based on visitor preferences (ADWI) screening methods which are used for tourist village recommendations. The implications of this web-based intelligent system application are expected to be used by tourism village managers in Indonesia.

**Keywords: Smart System, Recommendations, Potential Visitors, Green Economy, Preferences**

**Forecasting stock prices of coal and coal commodities  
using ARIMA and ARCH/GARCH Model during the 2011 –  
2022**

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**ABSTRACT**

This research is a case study for the reference price of coal and coal export company's export. The coal company is one of the largest benefactors of Indonesian mining companies. This study occurs simultaneously an important event due to the post-pandemic covid 19 and the Russia – Ukraine conflict which has influenced the high local coal demand in this country. The phenomenon brings a new paradigm to investors for investing in coal companies. To seek profit, investors need a media to hustle with stock price growth. In this study, ARIMA and ARCH/GARCH methods were developed to predict the share price of coal companies in Indonesia. Using ARIMA and ARCH models, it is able to predict accurately and quite well based on MAPE values between 6 – 20%. In addition, the movement of projections between the benchmark price and the stock price is directly proportional.

**Keywords: Coal Companies, Export, ARIMA, ARCH, MAPE**



## **Analysis of Work Loyalty and Work Motivation during the Covid-19 Pandemic on Employee Performance on Delivery Services in Palembang City**

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### **ABSTRACT**

This study aims to determine the performance of employees who are influenced by work loyalty and work motivation at the Delivery Service Service in Palembang City during the Covid-19 Pandemic, totaling 40 respondents. Purposive sampling was used in this research sample and a survey was conducted to collect data through a questionnaire using a Likert scale with multiple regression analysis approach, a significance level of 5% to analyze the data. The results show that work loyalty and work motivation have a positive effect on employee performance with the F value obtained at 6.550 which is greater than Ftable (3.24), this is also strengthened by the significant level value of 0.004 or the significance obtained is smaller than  $= 0.05$ . The results of the t-test of work loyalty show the t-statistic value of  $0.231 > 0.05$ , which means that work loyalty has no effect on employee performance. The results of the t-test of work motivation show a t-statistic value of  $0.004 < 0.05$ , which means that motivation partially has a significant influence on employee performance. Thus, the multiple regression model can be used to predict employee performance in Delivery Services in Palembang City or it can be said that work loyalty and work motivation have a positive effect on employee performance.

**Keywords: Work Loyalty, Work Motivation, Employee Performance**

## **Human Capitan and R&D as Long-Term Economic Growth Drivers Post-Covid-19 Pandemic (Indonesia and ASEAN-5 Comparative)**

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### **ABSTRACT**

The COVID-19 that has hit the world has a global impact on all aspects of life, especially in the economic sector, in the decline in production, distribution and consumption activities, which ends with a decline in the level of prosperity or welfare of the community. The Covid-19 pandemic has had an impact on declining economic growth in almost all of the world, including ASEAN-5 countries. This paper intends to compare the determinants of economic growth owned by ASEAN-5 countries by taking as reference the new economic growth theory model developed by Sollow (1956) and Rooter (1994). This paper is an explanatory comparative descriptive review that aims to compare and explain the determinants of economic growth in ASEAN-5 countries. The results of the comparison show that in terms of per capita income, Indonesia lags behind Singapore, Malaysia, and Thailand. Indonesia's lags in the low level of human capital and research and development (R&D) factors compared to ASEAN-5 countries.

**Keywords: Human Capital, New Growth Theory, Research and Development, ASEAN-5**

## **Corporate Governance, IT Governance, and Blockchain: A Review and Recommendations**

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### **ABSTRACT**

This paper reviews the literature examining corporate governance, IT governance, and blockchain with an emphasis on critically evaluating and high-lighting areas of future research especially in business and management. This review will explore boundaries, universal definitions and find out the relationship between corporate governance, IT governance, and blockchain. A computerized multi-database literature search was conducted in June-October 2022, selecting the ScienceDirect and Emerald search engine. The terms “corporate governance”, “IT governance” and “blockchain” were entered in the descriptor fields, with “language” limited to English and “source” limited to peer-reviewed journal articles. The implementation of good corporate governance will reduce the company's risk and protect investors. Technological advances can be used to develop better IT governance by making information transparent and adopting technological advances to support the implementation of good corporate governance. Under a blockchain framework, corporate governance might evolve in a variety of ways. There are several advantages to issuing and trading corporate securities on blockchains, but there are also certain drawbacks connected to increased ownership transparency. Businesses would seek out board members and outside advisors with various skill sets and crucial issues like managerial incentives would probably change to account for the shifting character of corporate securities.

**Keywords: Corporate Governance, IT Governance, Blockchain, Agency Problem, Litera-Ture Review.**

## **Intelligent System for Networking and Digitalization of Mosque as Economic Empowerment for Congregations and MSMEs**

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### **ABSTRACT**

The focus of this research is to create an application of intelligent networking and mosque digitization systems for economic empowerment of pilgrims and MSMEs. This aims to help the mosque takmir to work together and build a network between mosques to distribute ZIS and qurban with economic equality. Digitalization is an adaptive and effective way that can be utilized in the post-pandemic era. The stages of research implementation are grouped into 2 activities, namely planning activities and implementation activities. Planning activities include analysis and Mosque Needs Assessment, literature review by conducting Focus Group Discussions (FGD) involving mosque stakeholders. The second activity is implementation activities which include making smart mosque applications, testing applications and evaluating the level of ease of use (usability studies). The approach or research method used is SDLC (System Development Life Cycle) qualitative method data with questionnaires, interviews and observations in the application testing process. The questionnaire method is carried out by distributing Google Forms containing questions. The takmir, secretary and treasurer of the mosque can monitor the distribution of ZIS and also monitor the income of the service business sector managed by the mosque. Muzakki can participate in monitoring the distribution of ZIS. The congregation and small business actors around the mosque can monitor and be involved in community empowerment programs and business actors can apply for soft loans from Sharia banks or cooperatives.

**Keywords: Intelligent System, Networking, Digitization, Mosque, Community Empowerment**

**Does Economic Growth Have A Relationship with  
Government Expenditure and Household Consumption? :  
Study in Ternate, North Maluku**

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**ABSTRACT**

The aims of this study are: To determine the partial and simultaneous effect of household consumption and government spending on economic growth in Ternate City. This study uses secondary data, namely time series data for 10 years from 2011 -2020 obtained from the Central Statistics Agency and the Regional Financial Management Agency in Ternate City. In this study, multiple linear regression analysis is used (multiple regression) using the statistical package for social scientists (SPSS) as an analytical test tool. The results showed that household consumption had a positive and significant partial effect on economic growth, while government spending had no partial effect on economic growth in Ternate City. Household consumption and government spending simultaneously have a positive and significant effect on economic growth in Ternate City.

**Keywords: Household Consumption, Government Expenditure, Economic Growth**

## **Does The Unemployment Rate Affected Economy Growth and Human Development Index? : Study in City Ternate, North Maluku**

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### **ABSTRACT**

The purpose of this study is to analyze the influence of economic growth on the influence of the Human Development Index (IPM) on the Unemployment Rate in Ternate City; and to analyze the Effect of Economic Growth and Human Development Index (IPM) on the Unemployment Rate in Ternate City. The research data were taken from 2011-2020, secondary data sourced from the Ternate City Statistics Agency (BPS). In this study, multiple linear regression analysis was used (multiple regression) using the statistical package for social scientists (SPSS) as a statistical test tool. The results show Growth The economy has a negative effect on Unemployment in the City of Ternate. This means that the results of this study are in line with data published by the Central Statistics Agency, which in 2020 economic growth has increased while unemployment experience decline. Likewise, the Human Development Index has a negative effect on unemployment in Ternate City. This means that the results of this study are in line with data published by the Central Statistics Agency, which in 2020 the human development index has increased while unemployment has decreased. At the same time economic growth and index human development influence unemployment rate in Ternate City.

**Keywords: Economic Growth, Human Development Index, Unemployment**

## **The Mediating Role of Affective Commitment on Spiritual Leadership and Employees' Innovative Behavior: The Case of Syariah Banking in Indonesia**

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### **ABSTRACT**

This study aimed to examine the mediating effect of affective commitment in the relationship between spiritual leadership and employees' innovative behavior. Through the development of affective commitment, this study advances the understanding of the outcomes of spiritual leadership by giving initial evidence of the relationship between spiritual leadership and employee creativity. Consideration has also been given to extending spiritual leadership so that it can be deployed in Indonesia. Through a cross-sectional quantitative research design, data were collected from 239 Indonesian employees in Syariah banking through self-reported questionnaires, and hypotheses were tested using partial least square structural equation modeling (PLS-SEM). The results showed that spiritual leadership did not have a significant direct effect on employees' innovative behavior. Affective commitment fully mediates the effect of spiritual leadership on employees' innovative behavior. Leaders must understand the important role of vision, hope/belief, and altruistic love in shaping employees' affective commitment and motivating employees to behave innovatively. Therefore, organizations must develop and maintain leadership training programs that promote spiritual-based leadership behaviors.

**Keywords: Affective Commitment, Spiritual Leadership, Employee Innovative Behavior, Self-Determination Theory**

## **The Role of The Community in Increasing Sharia Financial Literature and Inclusion**

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### **ABSTRACT**

People are still not aware of the surrounding digital environment so they cannot use their income to save, invest, protect and meet economic needs. The purpose of this study is to determine the role of the community in improving financial literacy and financial inclusion, using library research methods in the form of books, journals, and issues that are currently developing. The result of the research is that with the advantages that the sharia community has as an inseparable part of the social system of the Muslim community in Indonesia, the community has the potential to play its role in developing Islamic financial literacy and inclusion in Indonesia. The potential possessed by the community at least includes, among others, helping to support the National Strategy for Indonesian Financial Literacy; mediator development of Islamic financial literacy and inclusion through social capital; and open cooperation with a participatory culture.

**Keywords: Community, Financial Literature, and Financial Inclusion**



## **Build An Impressive Beach-Based Tourism Through Strengthening Experiences as Driven Factor**

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### **ABSTRACT**

Tourism development has posed challenges and opportunities for business doers. Beach tourism is the most well-liked tourist destination nowadays and rising significantly. One of the intriguing beach tourist objects to be developed is beach tourism along the coast of South Malang (East Java), which has about 21 beaches. Therefore, this study aims to develop a co-creation experience-based modeling that can be used as a reference for the development of beach tourism by considering tourist behavior. The proposed model consists antecedent co-creation experience (tourist role and readiness, level of participation, level of engagement) and the consequences of co-creation experience (satisfaction, Word of Mouth and revisit intention). The model uses satisfaction with co-creation as a moderator to detect strengthening of co-creation experience. In addition, this research employs verification and descriptive design. The respondents are 321 tourists who visited five (5) beaches. The data is analyzed using SEM-LISREL. The result indicated that antecedents (level of participation and level of engagement) have positive impact on co-creation experience. The hypothesis related to the consequences stage can prove that co-creation experience has a positive effect on satisfaction and revisit intention. Satisfaction with co-creation experiences is proven to significantly strengthen the effect of satisfaction and revisit intention. According to the result, this study has significant practical implications for business doers, governments, and policy makers to encourage the development of tourist areas along the iconic South Malang beach.

**Keywords: Co-Creation Experience, Revisit Intention, Satisfaction, Beach Tourism, Tourist Behavior**

## **Identification Customer Preferences Toward Tenun Ikat Sumba: The Importance of Design Product Creativity**

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### **ABSTRACT**

Batik, Ulos, Tenun Ikat and Songket are some of the traditional fabrics of the archipelago. The positioning of Tenun Ikat Sumba fabric among these fabrics has not yielded any notable outcomes. The problem is Tenun Ikat Sumba can only be found in a few places, such as by tourists who visit Sumba and wish to buy local souvenirs, in annual exhibitions, or in local stores that sell regional fabrics. It shows that the availability of Tenun Ikat Sumba is constrained. Other than that, the market absorption for this product is considered very low. Therefore, this research aims to explore the information regarding consumer preferences (behavioral models: satisfaction, purchase intention, actual purchase) by emphasizing product design as the primary concept and context. The research involved 168 respondents from various regions. SEM-Lisrel is used to analyze the data. A strong GOF (0.91) supports the research model and tests the hypotheses significantly (4 out of 5 hypotheses). The results of the research analysis are supported by the preliminary study (70 respondents who own Tenun Ikat Sumba fabrics) and with the Focus Group Discussion (FGD) which provide meaningful insights from the aspects of the product development and marketing. The key finding of this study is product design does not significantly influence purchase intention. It is in line with the information which is supported by the evidence from the field that demonstrates the situation of the popularity of Tenun Ikat Sumba is still restricted by a number of factors, such as the complexity of product development that impacts the selling price and weakens branding.

**Keywords: Tenun Ikat Sumba, Behavioral Model, Strengthening Awareness, Actual Purchase, Design Product**

## **The Impact of Failure Strategy on Startup Industry in Indonesia**

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### **ABSTRACT**

A significant number of startups fail during their first years of operations, and most of them crash within five years. A wide range of reasons for startup failures has been identified in the literature. However, most of the reasons for startup failures are too general in that they focus on startups in general. In this regard, not every factor may be responsible for the failures of some startups. Although there are adequate investigations that have provided substantial evidence about different reasons that cause startups failure, this study aimed to review these reasons collectively to determine how they relate to technology startup failure. This study uses qualitative research methods to collect and analyze data from the 15 founding companies of technology pioneers in Indonesia. Researchers conducted interviews through the zoom application and analyzed the data using thematic analysis to obtain results that were relevant to the study. Likewise, the researcher conducted an in-depth and systematic way to identify themes that were closely related to startup failure. The results show that the failure of technology startups is closely related to problems (unsustainable funding that cannot be separated from venture capital to be sustainable), product and market challenges (difficulty in product timing, inappropriate sales strategies/distribution channels, and size of the small market), business model (doesn't have the uniqueness of the business concept), global situation (pandemic and global financial problems), and management problems (lack of competent team and human error).

**Keywords: Startups, Failure, Management Issues, Business Model, Strategic Management**

## **Are Human Capital Increase Consumption Pattern on Labor in Indonesia?**

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### **ABSTRACT**

Conventional consumption theory has complementary and corrective developments with one another, from classical times to the current literature put forward by 2015 Nobel laureate Angus Deaton. This study aims to look at the consumption behavior of Indonesian workers, which is largely influenced by their income level, while human capital is an exogenous variable that affects the income of Indonesian workers. The analytical tool used is the Structural Equation Model (SEM) to see the impact of Human Capital on income so that workers in Indonesia are able to increase their level of consumption. The research findings proved that the Human Capital variable (Skill, Experience, Education Level and Gender) has the most dominant and significant influence in increasing permanent income, while human capital does not have a significant impact on the temporary income variable, while Human Capital on consumption has a significant effect on the variable. Experience and Education Level, while other variables such as Skill and Gender have no significant effect on labor consumption in Indonesia. The variables of permanent income and temporary income have a significant impact on the consumption of workers in Indonesia

**Keywords: Consumption, Income, Labor, Workers**

## **A Cross Sectional Design Method: Measuring the Competence of Physical Education Graduates**

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### **ABSTRACT**

This study provides empirical evidence to determine the employability of graduates of Master of Physical Education at State University of Jakarta. The study used a survey method with a cross sectional design, with a participating sample of 142 out of 200 (or 71%) graduates of the Master of Physical Education from 2019-2020. The data collection instrument used by the researcher is a standard tracer study instrument which was developed and adapted to the Directorate General of Higher Education. The findings show that 84.51% (or 120 out of 142) of the respondents have worked. In addition, 80.98% of respondents took less than three months to get a job after they graduated. However, it should also be noted that it took more than six months for 11% of respondents to find their first job after graduation. The majority of respondents (87.32%) stated that the program's curriculum was relevant to the current field of work. Therefore, a way is needed to improve the competitiveness, competence, and employability of Master of Physical Education graduates, among others by conducting periodic curriculum reviews with stakeholders to ensure that graduates are equipped with the knowledge, competencies, and skills required by the labor market.

**Keywords: A Cross Sectional Design Method, Competence**

## **Implementation of Business Intelligence in the J&T Express Application CP Sumbersari 1 Jember with Using Tableau Server**

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### **ABSTRACT**

In Indonesia, companies engaged in the expedition now start popping up a lot. One of company in the expedition services that appeared and started develop namely J&T Express CP Sumbersari 1. Partners of its company uses the J&T Express CP Sumbersari 1 application for monitoring high transactions more efficient and effectively. Data transaction from each branch of it are good recorded and can used every time. Related with data transaction, partners could process the data becomes important information related with: number of customers, types of customers, and big amount customer transactions. Considering that, the J&T Express CP Sumbersari 1 application data is sufficient big data which categorized as data warehouse, then for publish desired information, required capable device software to process the data. For answering that desire, the company required business intelligence development on the application. The application that we use is Tableau Server. With use method/concept: OLAP, ETL and Dimensional Modeling, generated information such as customer increase at J&T Express CP Sumbersari 1, the data of Customer based on type of gender, time payment, destination delivery, and type of package selected delivery. This information is very important for partners in taking decisions, policies or regulations to enhance their business efforts.

**Keywords: J&T Express CP Sumbersari 1 Application, Data Warehouse, Business Intelligence, Information, Tableau Servers**

## **Auditor Performance from a Big Four Public Accounting Firm in Jakarta, Indonesia**

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### **ABSTRACT**

*The purpose of this study is to analyze the effect of accountability and independence moderated by professional ethics on auditor performance at the Big Four public accounting firm in Jakarta, Indonesia. There are also differences in results from previous studies, which motivates the research. The respondents to this study were all auditors at the Big Four public accounting firms in Jakarta, Indonesia. The sample in this study was determined using the probability sampling method, which employs simple random sampling. The data collection technique in this study used an electronic-based questionnaire, which was then delivered using a snowball sampling technique to a sample of 100 respondents. The analytical tool used in this research is multiple linear regression analysis. The results of this study prove that accountability and independence affect professional ethics, and professional ethics affect auditor performance. Based on the results of the study, it appears that the accountability and independence of auditors at the Big Four public accounting firms in Jakarta, Indonesia, have been carried out well. Researchers suggest the Big Four public accounting firms in Jakarta, Indonesia, maintain auditor accountability and independence so that the professional ethics of an auditor remain good and can produce maximum performance.*

**Keywords: Auditor Performance, Professional Ethics, Accountability, Independence, and Big Four Public Accounting Firm**

## **Individual Taxpayer Compliance In Jakarta, Indonesia**

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### **ABSTRACT**

The purpose of this study is to examine the effect of tax socialization on individual taxpayer compliance, which is moderated by taxpayer awareness and understanding of taxation. The topic of individual taxpayer compliance is an interesting one to study because it looks at it from two perspectives, namely strength and trust in authorities. There are also differences in results from previous studies, which motivates the research. This study tries to analyse the effect of tax socialization on individual taxpayer compliance, which is moderated by taxpayer awareness and understanding of taxation. The sampling technique used in this study was probability sampling, namely simple random sampling. The sample size in this study was 111 respondents. According to the findings of the study, tax socialization has an effect on individual taxpayer compliance, which is moderated by taxpayer awareness. Based on the research results, further research can add service quality variables. Good service quality will have an impact on increasing individual taxpayer compliance in carrying out their tax obligations, and then providing quality services to taxpayers will make taxpayers further increase individual taxpayer compliance in fulfilling their tax obligations.

**Keywords: Individual Taxpayer Compliance, Taxpayer Awareness, Understanding of Taxation, Tax Socialization, Strength and Trust in Authorities**



## **Timeliness for Submitting Financial Statements to Mining Companies in Indonesia**

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### **ABSTRACT**

The purpose of this study to find out empirically the effect of firm size on the timeliness of the submission of financial statements, with profitability as a moderating variable. This study uses a quantitative approach using secondary data. The sample was selected by purposive sampling from a population of mining sector companies listed on the IDX starting in 2019 – 2021. The hypothesis was tested using the SPSS program with the moderated regression analysis technique. The results of the study indicate that the size of the company affects the timeliness of the submission of financial statements, and profitability does not strengthen or weaken the effect of the size of the company on the timeliness of the submission of financial statements. Based on the research results, further research can add company age. Based on the results of the study, further research can add the variable age of the company. Because age is a consideration for investors when investing their capital, companies with an older age develop skills in collecting, processing, and producing information when needed. Then the age of the company will increasingly have an impact on the timeliness of submitting financial statements.

**Keywords: Timeliness, Submission of Financial Statements, Firm Size, Profitability, and Mining Companies**

**Hydroganic System, A Reflection of Islamic Economic's Principles in Realizing Sustainable Development through Agricultural Technology during New Normal Era: A Qualitative Study of Philosophy of the Ethno-methodological and Applied Research-based Economics**

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**ABSTRACT**

According to social science paradigm, COVID-19 is a disastrous global event that caused negative multi-sectoral impacts, especially in economy. It forces society to change their lifestyle, social activities, and mindset in order to fulfill their needs. From such a rather stable global economy, it has changed us to be extra careful when we're being consumptive. Relating to that, according to Islamic Economics philosophical perspective, it also gives a wisdom that humans should know their limits and priorities in order to fulfill their needs. A variety of policies such as regional quarantine makes us realize about the essence of life: that the basic economic needs is food. Their existence in Indonesia, which is also a part of nine national programs, is related with agricultural technology. In this case, the authors are determined to explain about the renewable agricultural system, the hydroganic system. The system gives a more economical benefit-cost output with minimum cost than conventional agricultural system. The outputs are organic rice and freshwater fish which are obtained from utilizing a medium consists of a mixture of cattle manure, sugarcane drip, and another material, combined in a simple conduit pipe container.

**Keywords: Agricultural, Applied Research, Hydroganic System, Islamic Economic, Sustainable Development**

## **Generation Z in Knowledge Sharing Process: Case study at PT Global Sukses Solusi Tbk**

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### **ABSTRACT**

Generation Z is the generation that grows with technology and rapid information exchange. It makes their characteristics become unique from the generation before. This unique characteristic has an impact on how knowledge sharing process in an organization. This research aims to understand how generation Z see the knowledge-sharing process and their preference. A case study through conversational discourse is used to investigate how generation Z sees and preference of knowledge sharing. Six cases are covered to provide data that is interpretively analyzed using direct quotes, causal-effect matrix, and vignette. The findings suggest that knowledge-sharing is one of the important processes for Generation Z that greatly impacts their career. For Generation Z, openness and transparency are important to influence their performance, also as a newcomer in the workforce, Generation Z needs guidance and continuous support from more experienced employees. The knowledge-sharing process is seen as a platform to provide these needs for generation Z.

**Keywords** Generation Z, Knowledge-Sharing, Knowledge Management, Communication, Training, Development

## **Earning Management in Indonesia: A Systematic Review**

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### **ABSTRACT**

Earnings management is a method used by management to influence the numbers in the financial statements. Earnings management is detrimental to investors because the financial statements are very low. Financial reports can no longer be trusted. Research on earnings management has been widely carried out with mixed results. Few systematic reviews have been carried on earning management in Indonesia. The present article set out to analyse the existing literature on earning management practices in Indonesia. Guided by the PRISMA Statement (Preferred Reporting Items for Systematic reviews and Meta-Analyses) review method, a systematic review of the Sinta 1 and 2 databases identified with related studies. Further review of these articles uses six main themes – Monitoring, Management opportunities, accounting policies, tax avoidance, and investor decision making. Several recommendations are highlighted related to conducting more qualitative studies about earning management in different paradigms and approach with different searching techniques such as reference searching and contacting experts.

**Keywords: Earning Management, Income Smoothing, Literature Review**

## **Implementation of Character Education Values in Orphanages (Literature Review)**

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### **ABSTRACT**

Orphanage is an institution that replaces the role of parents in nurturing, maintaining, caring for and educating children. This study aims to describe the implementation of character education values, obstacles and efforts made in orphanages. This study uses a literature review method. The data collection technique used google scholar with the keywords "implementation of character education values" and "character education in orphanages". The number of articles reviewed is 10 articles. The results of the research from these 10 articles show that the implementation of character education values in orphanages comes from 18 Pancasila character values, but only 3 appear to be implemented consistently, namely religious, tolerant and democratic. The obstacles faced are that it takes a long time to foster children's character due to differences in background, caregivers do not prioritize character education, lack of infrastructure and human resources while the efforts made are to give roles to social volunteers to maximize human resources in fostering foster children, establish cooperation with the community, making orphanages like their own family environment.

**Keywords: Application of Character Education, Application of Values, Character Education Values, Orphanages, Pancasila Values, Role of Caregivers**

## **The Implementation of Animation Learning Media with Macromedia Flash in Physics Learning Class Xi in Sma Negeri 1 Airmadidi**

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### **ABSTRACT**

The Physics learning that has been carried out showed that most of the students seemed less interested, less enthusiastic and tended to be inactive. It is also found out that student's achievement is not high. One of the reasons for the low learning outcomes of Physics students is that the learning media used by Physics teachers is less varied. Therefore, teachers need media that can be used to describe it. Macromedia Flash animation through abstracts for students can be shown by the presence of students, which is expected to improve learning outcomes. Therefore, it is necessary to use media-assisted learning Macromedia Flash animation in Physics learning. This type of research is true-experimental research with a Pretest-Posttest Control Group research design. The research subjects were XI graders of high school. Data acquisition include observation, documentation, interviews and tests. The data analysis technique used was independent sample t-test with SPSS 22 and N-gain analysis. Based on the results and discussion, it can be concluded as follows: 1) There is a significant influence on student learning outcomes who apply Macromedia Flash animation-assisted learning media in Physics learning for class XI SMA Negeri 1 Airmadidi and 2) Macromedia Flash-assisted learning media is quite effective. With an N-gain value of 0.57, it is categorized as the moderate effectiveness criteria.

**Keywords: Physics learning, Assessment, Macromedia Flash**

## **Learning Management at Sma Negeri 2 Tondano Minahasa Regency**

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### **ABSTRACT**

This study aims to determine the objective conditions of planning, implementation, and evaluation of learning at SMA Negeri 2 Tondano, Minahasa Regency. This research uses a qualitative approach with a natural setting. The results showed that learning planning at SMA Negeri 2 Tondano Minahasa Regency had been carried out according to the stages set. The evaluation of field experience learning obtained the results that students showed a happy and exciting attitude with several learning methods that had been carried out. The use of these methods has weaknesses and strengths. The evaluation found that teachers were unprepared to prepare learning media due to limited funds and the teachers' busyness. Teachers should pay more attention and be responsible for things that have been determined in planning so that there are no deviations in the implementation of learning. The problem of relatively lacking facilities and infrastructure must be followed up immediately so that teaching and learning activities at SMA Negeri 2 Tondano Minahasa can be carried out correctly.

**Keywords: Education, Learning Management, Learning Media**

## **Differentiation Learning Application in Improving Learning Outcomes That Are Oriented on Student Needs, Interests, And Talents**

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### **ABSTRACT**

The purpose of this study was to better understand how differentiated learning can be used to improve student learning outcomes by creating an environment where students feel safe, fair, and welcome. Most importantly, however, it sought to better understand how to facilitate and meet each student's individual learning needs. Data gathering strategies for this study were secondary data or evidence derived from titles raised in literature or from library sources, according to a literature research method or design. According to the study's findings, differentiated learning has the potential to be a factor that is used as a tool to realize student learning success based on their requirements, interests, and talents.

**Keywords: Learning outcomes, Interests and Capabilities, As Well As Differentiated Learning**



## **Literature Review: Implementation of School-Based Management**

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### **ABSTRACT**

The purpose of writing this research is to find out the implementation of school-based management based on previous studies. This study outlines the concept of school-based management, what obstacles are faced in implementing school-based management and what strategies are used to resolve the obstacles to implementing school-based management. The method used in this research is a literature study by taking data from 10 studies in the last 5 years that have been indexed by *Google Scholar*. From this study, it was found that the application of school-based management is one of the efforts that schools can do to improve and improve the education management system which includes student management, financial management, facilities and infrastructure management, public relations management and educator management to realize quality education. In its development, the implementation of school-based management encountered many obstacles, both internal and external. As for overcoming this obstacle, schools take steps to choose strategies such as developing school-based management evaluation instruments, utilizing existing resources in schools, optimizing the qualifications and competencies of educators, collaborating with parents, government, school committees and the school community.

**Keywords: School-Based Management, Education, School**

## **Evaluation Of the Effectiveness of Online Learning in The Pandemic Covid-19 Of the Results of Learning About Mathematics**

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### **ABSTRACT**

Learning and teaching activities during the Covid-19 pandemic carried out online between teachers and students in different places to stop the spread of Covid-19 disease. With such conditions, it has an impact on the learning process. So, to expand knowledge about how effective online mathematics learning is for learning outcomes, it will not be separated from the studies that have been developed by experts. This study aims to evaluate the effectiveness of mathematics learning during the covid-19 pandemic. The method used in this study is descriptive quantitative method, covering the articles to be studied. Data collection techniques through literature review articles on the effectiveness of online learning during the covid-19 pandemic on mathematics learning outcomes in 10 scientific research articles that have been indexed nationally at the 2020-2022 level. The results of the study showed that there are various kinds of online applications that can be used in the online learning process that can support the effectiveness of a learning process. But as for some of the shortcomings that become obstacles in the online learning process, such as the lack of facilities of each student and the occurrence of problems in the internet network signal and if assessed from the attitude of students still show a less effective side, then it is necessary to evaluate online learning in each school to be more optimal.

**Keywords: Effectiveness, Online Learning, Mathematics Learning Outcomes**

## **Effect of Experience Quality on Ethnic Restaurant Customer Loyalty: Mediating Role of Restaurant Image**

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### **ABSTRACT**

This study tests the relationship between experience quality, restaurant image, and customer loyalty in Indonesian ethnic restaurants. In addition, this study tests the mediating role of restaurant image in the relationship between experience quality and customer loyalty. Two hundred and five respondents participated in this study. This study employed PLS with smartPLS program to test the proposed research objectives. The findings indicated that service quality, food quality, and physical environment quality as dimensions of experience quality played essential roles in creating a positive restaurant image. Furthermore, this study found that restaurant image significantly affects customer loyalty. This study discovered the mediating functions of restaurant image in the relationship between experience quality dimensions and customer loyalty. Upon completing the research objectives, this study provides theoretical and practical contributions.

**Keywords: Experience Quality, Restaurant Image, Customer Loyalty, Ethnic Restaurant**

## **Determining Indonesia Gastronomy Tourist Loyalty**

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### **ABSTRACT**

This study aims to determine the relationship among experience quality, tourist perceived value, and tourist satisfaction in predicting gastronomy tourist loyalty. Upon completing the research objective, this study provides theoretical and practical contributions. For theoretical contribution, this study provides a comprehensive model explaining the formation of gastronomy tourist loyalty. In addition, apart from its effect on tourist loyalty, this study indicated the mediating role of perceived value in the relationship between experience quality and tourist loyalty. For practical standpoint, this study provides a guideline for gastronomy practitioners in creating loyalty. This study employs Partial Least Squares (PLS) to answer the proposed objective. Two hundred participants participated in this study. The participants were recruited from several gastronomy tourism sites in East Java Province, Indonesia. The results indicated that perceived value and tourist satisfaction are the essential determinants of tourist loyalty. In addition to its effect on tourist loyalty, this study found the impact of perceived value on tourist satisfaction. This study indicated the important role of experience quality on perceived value.

**Keywords: Experience Quality, Perceived Value, Tourist Satisfaction, Tourist Loyalty, Gastronomy Tourism**

## **The Influence of Service Quality and Price Perceptions on Toyota Avanza Customer Satisfaction in Toyota Kebayoran Lama, Jakarta**

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### **ABSTRACT**

Industrial growth in the automotive sector in Indonesia has increased significantly. This makes companies compete to fulfill the wants and needs of their customers with various strategies that are carried out by the company. This study aims to determine how much influence service quality and price perception have on customer satisfaction for purchasing a Toyota Avanza at Tunas Toyota Kebayoran Lama, Jakarta. In addition, this study analyzes what factors most dominantly influence customers in buying a Toyota Avanza car, as well as what are considered important for customers in these factors. The population in this research is all Toyota Avanza Tunas Toyota Kebayoran Lama customers who have bought a Toyota Avanza at Toyota Kebayoran Lama Tunas. The sample used in this study amounted to 100 people. The sampling technique uses non-probability sampling. Data were collected using a questionnaire measured by a Likert scale. This study uses multiple linear regression analysis with the help of SPSS version 24.0. The results of this study indicate that the variables of service quality (X1) and price perceptions (X2) have a partial or simultaneous effect on customer satisfaction (Y). "Toyota Avanza" Tunas Toyota Kebayoran Lama, Jakarta.

**Keywords: Service Quality, Perceived Price, Customer Satisfaction**

## **Business Orientation and Innovation Capability Improving Operational Performance**

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### **ABSTRACT**

This research is aimed to better understand how Business Orientation and Innovation Capability can affect Operational Performance in Coffee Shop MSME. One of the most impacted sectors during Covid-19 pandemic is Micro, Small, and Medium Enterprises (MSME), which also cause a decline in national economy. One of these MSMEs is coffee shops, which adopt franchise concept and are established throughout Malang City. Today, drinking coffees are more than just fulfilling needs, but it is also become a new lifestyle. The result of this research suggest that Business Orientation shows significant effect towards Innovation Capability and Operational Performance. Innovation Capability can mediate the correlation between Business Orientation and Operational Performance. Innovation Capability can become a competitive advantage for many industries due to its role in enhancing quality, efficiency, speed and flexibility.

**Keywords: Business Orientation, Innovation Capability, Operational Performance, Coffee Shop**

## **Online Purchase Decision of Gen Z Students at Marketplace Shopee**

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### **ABSTRACT**

This study aimed to analyze the shopping behavior of Generation Z (Gen Z) students in one of the marketplaces, Shopee. Gen Z is still forming and is not fully identified. The analysis in detail was: (1) The influence of online customer ratings on purchase decisions; (2) The influence of celebrity endorsers on purchase decisions; (3) The influence of free shipping promotion on the purchase decision. The population in this study were students of the Faculty of Economics and Business Lambung Mangkurat University who had made purchases on the Shopee marketplace. By purposive sampling method, the total sample gathered was 160 respondents. Data analysis techniques were multiple linear regression analysis. The results showed that online customer ratings did not affect purchasing decisions of Gen Z customers in the marketplace. Celebrity endorsers influenced purchasing decisions, as well as free shipping promotions. These findings imply that gen Z students are price sensitive. Gen Z considers celebrity opinions more matter than ordinary customer reviews.

**Keywords: Celebrity Endorser, Customer Rating, Promotion, Purchase Decision**

## **Information System Quality, Use of Information Systems and Individual Performance**

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### **ABSTRACT**

The purpose of this research is to examine the relationship between the quality of information systems and the use of information systems on individual performance and also the relationship between the quality of information systems on the use of information systems. Moreover, this study also examines the mediating effect of information system use on the relationship between information system quality and individual performance. The population in this study were all village officials in Tidore Kepulauan City District and West Halmahera Regency. The sample in this study is village operators who operate the e-smart village application. The analytical tool used in this study is hierarchical regression to test the mediating effect. The results show that the quality of information systems influences directly or indirectly through the use of information systems on individual performance.

**Keywords: Information System Quality, Use of Information Systems, Individual Performance**



## **The Effect of Green Products on Purchasing Decisions Mediated by Brand Image on Lemonilo Noodle Consumers in The City of Ternate**

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### **ABSTRACT**

The aims of this research are: (1). Want to know the effect of green product on purchasing decisions. (2). Want to know the effect of green product on brand image. (3). Want to know the effect of brand image on purchasing decisions. (4). Want to know the effect of green product on purchasing decisions through brand image as a mediating variable. This study uses a sample of 105 people. The data analysis uses simple regression and hierarchical analysis with the help of SPSS 24 program. The results of this study indicate that: (1) Green product has a positive and significant effect on purchasing decisions on Lemonilo noodle products in Ternate City. (2) Green product has a positive and significant effect on brand image on Lemonilo noodle products in the City of Ternate. (3) Brand image has a positive and significant effect on purchasing decisions on Lemonilo noodle products in Ternate City. (4) Green products have a direct effect on purchasing decisions through mediation of brand image on Lemonilo noodle products in Ternate City.

**Keywords: Green Product, Brand Image, Purchase Decision**

## **Exploring Multidimensional Pandemic Crisis Situational Factors and Its Impact on Grocery Shopping Attitude and Loyalty**

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### **ABSTRACT**

The Covid-19 Pandemic has resulted in a variety of changes, including an increase in internet purchasing by individuals. Despite the vast market potential, research indicates that after Covid-19 concludes, consumers will return to purchasing groceries offline at markets and supermarkets. Without a doubt, this makes it difficult for e-commerce companies to retain their customers. Prior study indicates that consumers take situational factors into account while showing specific behaviours. As a result of the present Covid-19 outbreak, the situation of clients has changed considerably. Therefore, research is essential to explore the dimensions of situational aspects that consumers consider during a Covid-19 pandemic crisis. This study also studied the situational effects of perceived value components and consumer loyalty when utilizing the online grocery platform. Two hundred and fifty-five respondents participated in the survey, which was conducted by using purposive sampling technique. To evaluate the data, factor analysis and partial least squares were utilized. The data analysis demonstrates that the situational factor consists of three components: the physical condition of the store, the antecedent state, and the store condition. Furthermore, situational factors proven to be the predictor of perceived usefulness and positive attitude of the e-grocery platform. This study also found that situational factors and perceived usefulness can enhance e-grocery platform consumer attitude and consumer loyalty. These findings imply that e-grocery platform practitioners should pay attention on the situational factors and perceived usefulness in making marketing communication to enhance e-grocery platform consumer loyalty.

**Keywords: E-Commerce, E-Grocery Platform, Perceived Usefulness, Loyalty, Situational Factors, Pandemic Crisis**

## **Information Asymmetry and Gender Inequality Among Indonesian Female Migrant Workers in Jember East Java**

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### **ABSTRACT**

Migration is a complex decision and involves many goals and expectations that may conflict with each other. Migrants perceive that migration to rich countries can improve their economy. But from the perspective of happiness, migration motivated by the prospect of economic gain alone tends to trigger problems. This study aims to reveal the impact of Information Asymmetry on gender inequality in Indonesian female migrant workers in Jember Regency while working abroad and to develop a limited rationality model for female migrant workers in decision-making in international migration. Using qualitative research methods, the empirical phenomenological paradigm of this research has been carried out. Triangulation is used to analyse information. The raw data were collected through in-depth interviews with informants who were indeed migrant worker alumni. The information is then cross-checked with the government authorities. The irrational behaviour of migrant workers is caused by the limited resources they have and the involvement of social institutions. The study results reveal that international migration decision-making for women in Jember Regency is considered a limited rationale, which is influenced by the availability of information, motivation and the idea of chain migration. On the other hand, simple heuristics on PMW in decision-making tend to direct their decisions to information that has been proven to be true based on personal experience or the experiences of others. Information asymmetry triggers gender inequality in PMW.

**Keywords: Information Asymmetry, Gender Inequality and Female Migrant Workers (PMW)**

## **Virtual Store Experience: Will It Increase the Intention to Visit the Physical Store or Make A Purchase?**

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### **ABSTRACT**

The Covid-19 pandemic challenges retail players to provide customers with an omnichannel shopping experience. Even though online retail shopping seems very promising, research have found that offline store is still needed to increase brand awareness and visit intention. Prior research has shown that virtual tours are effective at encouraging visit intention. However, they have not been proven for purchase intention. Brand equity was expected to mediate the relationship between store brand experience, visit intention, and purchase intention when the positive affective response was also expected to mediate for purchase intention. A total of 216 users who experienced the IKEA virtual store experience interface were used as respondents. The data collected were processed using SEM. Results showed that store brand experience positively impacts visit intention and purchase intention directly and indirectly with brand equity as a mediate variable. This study also reveals that in this case, higher visit intention are influenced by higher brand equity. Furthermore, this VR experience drives a more positive affective response which in returns creates higher purchase intention. This VR technology is recommended to bring back traffic post pandemic since it is easy to use and can be used by anyone anywhere.

**Keywords: Virtual Store Experience, Brand Equity, Physical Store Visit Intention, Positive Affective Response, Purchase Intention**

## **Analysis of Brand Loyalty through Brand Image as an Intervening Variable**

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### **ABSTRACT**

Consumers will judge the quality of a product by experience. A positive experience will result in a positive assessment of the brand that has been used. Companies must maintain a positive consumer experience through the brands. The experience of using a brand will produce opinions, attitudes, and aspects of consumer behavior. A good experience in using a brand will make consumers loyal to the brand, it can impact the company's sustainability. This study aims to determine the impact of product quality, customer value, and brand experience on brand loyalty through brand image. The sampling method uses non-probability sampling with a purposive sampling method. Retrieval of data using survey methods. The analysis technique used is Partial Least Square Analysis Structural Equation Modeling (PLS-SEM) using SmartPLS 3. The results are customer value & brand experience have a significant effect on brand image, and product quality has no significant effect on brand image & brand loyalty. Customer value has no significant effect on brand loyalty, and brand experience & brand image have a significant effect on brand loyalty. Product quality, customer value, and brand experience have no significant on brand loyalty through brand image.

**Keywords: Brand Loyalty, Brand Image, Product Quality, Customer Value, Brand Experience, Intervening**

## **The Impact of Price And E-Service Quality on Repurchase Intention Through Customer Satisfaction On E-Marketplace in Jember Region, East Java, Indonesia**

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### **ABSTRACT**

This study aimed to analyse the significant influence of price and e-service quality on repurchase intention through customer satisfaction in Bukalapak marketplace. This study uses a sample of consumers Bukalapak at Jember, East Java. The sampling method used purposive sampling with the number of respondents 108 people. Technical analysis using SEM. The results showed that price and e-service quality significantly influence customer satisfaction, price and e-service quality do not influence repurchase intention, and customer satisfaction significantly influences repurchase intention. Based on the results of the Sobel test, customer satisfaction significantly mediates the effect of price and e-service quality on repurchase intention.

**Keywords Price, E-Service Quality, Customer Satisfaction, Repurchase Intention**

**Stock Price, Stock Returns Volatility and Changes in Stock  
Trading Volume Due to the Covid-19 Pandemic  
Transportation Sector Companies Listed on the IDX**

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**ABSTRACT**

This study aims to determine whether there is a difference in stock prices, stock returns, and trade volume activity transactions before and during the covid-19 pandemic in the transportation sector listed on the Indonesian stock exchange in 2020. The sample in this study used a purposive sampling technique. Data collection techniques use secondary data collected via the internet or online. The test used the normality test, the paired sample t-test for data with normal distribution, and the Friedman test hypothesis for data that are not normally distributed with a significant value of 0.05. This study's results indicate a significant difference between stock prices and stock returns before and after the Covid 19 pandemic. Meanwhile, there is no significant difference in the volume of stock trading transactions before and after the Covid 19 outbreak.

**Keywords: Stock Prices, Stock Return, Trade Volume Activity, Transportation Sector, Covid-19.**

## **The Effect of Financial Literature and Financial Technology on Community Financial Inclusion (Case Study on Adolescent in City of Tebing Tinggi, North Sumatera)**

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### **ABSTRACT**

This study aims to determine and analyze the Effect of Financial Literacy and Financial Technology on Public Financial Inclusion (Case Study on Teenagers in Tebing Tinggi City, North Sumatra). This research method uses a quantitative approach and uses associative research with questionnaire data collection techniques. The population in this study amounted to 27,837 people in Tebing Tinggi city teenagers and this study used incidental sampling technique, taking a sample of 100 respondents. The data analysis technique in this study used the classical assumption test, multiple linear regression test, research hypothesis testing (t test and F test), and the coefficient of determination. Based on the results of this study, financial literacy has a significant influence on community financial inclusion in Tebing Tinggi city adolescents, financial technology has a significant influence on community financial inclusion in Tebing Tinggi city adolescents, financial literacy and financial technology affect community financial inclusion in Tebing Tinggi city adolescents.

**Keywords: Financial Literacy, Financial Technology, Financial Inclusion**



## **The Effect of Regional Innovation on The Government of South Sumatra**

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### **ABSTRACT**

This study aims to present the effect of regional innovation on the South Sumatra government. One of the regional innovations is the IBS (Integrated Business Startup) System initiated by the South Sumatra Provincial Cooperatives and SMEs Office. This system has been registered as a regional innovation implemented in 13 regencies and 4 cities in South Sumatra. The method used in this study is descriptive qualitative using the data source Triangulation approach. Triangulation of data sources is to explore the truth of certain information through various methods and sources of data acquisition. Triangulation of data sources is carried out by reviewing data sources obtained from the Cooperatives and SMEs Office, SME and Cooperative partners, as well as customers recorded in the IBS system to determine the potential for local products that can be introduced regionally and nationally and internationally. The results of this study show that the effect of regional innovation for South Sumatra Province provides many benefits in increasing regional competitiveness, especially those that have been replicated. The IBS system has a positive impact in the form of central promotion and education of superior products in the South Sumatra region to the wider community. In addition, by utilizing the IBS system, people can be educated to get used to making transactions digitally.

**Keywords: Innovation, IBS, South Sumatra, Sida, Economic Growth**

## **Agility Performance on Employees Affected by Termination**

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### **ABSTRACT**

This article aims to determine the condition of employees affected by layoffs at a garment company and able to survive during the Covid pandemic -19 by looking at the opportunities that exist. Garment companies carry out layoff policies due to the sluggish economy due to the Covid-19 pandemic. This is important to discuss because during Covid-19 the number of layoffs (Terminations of Employment) at the Garment factory increased but by taking advantage of the opportunities there were employees affected by layoffs were able to build SMEs. This study uses a qualitative approach with literature review, interviews, and focus group discussions (FGD) with the owners and managers of these SMEs and interviews were conducted on October 7, 2022. The results of this study show that employees affected by layoffs are able to survive the Covid-19 pandemic. 19 by looking at the strengths, weaknesses, opportunities and threats. The employee saw an opportunity by establishing the SMEs in the fashion sector, especially women's accessories.

**Keywords: Covid-19, Agility, SMEs, Layoffs, SWOT**

## **Integration of CSR, Innovation-Performance Model, and Upper Echelon Theory to Predict The Green Business Performance Of Hospitality Business In Post-Covid 19 Pandemic**

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### **ABSTRACT**

This study aims to develop a comprehensive conceptual model to predict the green business performance of hospitality business actors in the post-pandemic Covid-19 era. Upper Echelons Theory (UET) illustrates that the performance of an organization is influenced not only by organizational strategy but also by the behavior of individuals within the organization (Hambrick & Mason, 1984). The novelty of this research is to form a conceptual model to explain the relationship between environmental sustainable orientation (ESO), pro-environmental behavior (PEB), CSR and green innovation in the process of establishing green business performance for hospitality business actors in the post-pandemic era of Covid-19. This research is designed as an explanatory research by testing Partial Least Square (PLS) analysis to measure the accuracy of the proposed comprehensive model in explaining the relationship between variables in the model. This study proves that there are direct and indirect effects of CSR, green innovation and upper echelon theory on green business performance. The existence of ESO and PEB as personal factors that reflect the characteristics in upper echelon theory has been proven to increase green business performance in post-pandemic conditions. Personal factors that are pro-environment become a reference in determining the choice of the company's business strategy which will ultimately have an impact on the achievement of company performance. However, this study cannot prove the influence of ESO and CSR on green innovation because in the post-pandemic situation, green innovation is not always an option for hospitality businesses in implementing environmentally friendly practices.

**Key Words: CSR, Innovation-Performance Model, Upper Echelon Theory, Green Business Performance, Hospitality Business, Post Pandemic Covid-19**

**Analysis of The Influence of Transformational Leadership Style, Compensation and Motivation on Employee Innovation Performance with *Organizational Citizenship Behavior (OCB)* As an Intervening**

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**ABSTRACT**

In an organization, employee performance is an important thing that must be considered so that the goals of the organization can be achieved. This study aims to analyze the influence of transformational leadership style, compensation and motivation on employee performance by using *Organizational Citizenship Behavior (OCB)* as an intervening variable. The subjects in this study were educational staff at the Indonesian Institute of the Arts Yogyakarta. The sample used was 121 respondents. Determination of the number of samples using the Krejcie-Morgan method. This research is a quantitative study. The sampling technique used is a simple random sampling technique. The analysis tool used in this study used Partial Least Square (PLS), namely SEM which is based on variance with SmartPLS software. From the test results, the results were obtained: 1) Transformational Leadership Style affects Innovation Performance; 2) Compensation does not affect innovation performance; 3) Motivation Affects innovation performance; 4) Leadership style affects OCB; 5) Compensation has no Effect on OCB; 6) Motivation affects OCB; 7) OCB Affects Innovation Performance. The advice that can be given is the need to involve educational personnel in the implementation of activities at ISI Yogyakarta which can foster a sense of responsibility in each employee.

**Keywords: Compensation, Innovation Performance, Motivation, OCB, Transformasional Leadership**

## **Analysis of Participatory Local Economic Development for Strengthening Tourism Competitiveness in the Bromo Tengger Semeru Region**

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### **ABSTRACT**

Tourism significantly and enormously contributes to improving development quality. However, there is often a trade-off between local interests and exploiting natural resources for profit in emerging nations like Indonesia. The Participatory Local Economic Development (PELP) concept offers a solution to these trade-off issues. The Bromo Tengger Semeru-Arjuno biosphere reserve is a tourist destination highly interested in the PELP-based sustainable tourism development concept. However, the PELP concept is frequently unsuccessful in any case. This study's objectives are to assess the potential and SWOT of PELP-based tourism management in the Bromo Tengger Semeru-Arjuno region and investigate the problem associated with implementing the PELP concept there. This study used a descriptive and evaluative exploratory design to address the established research objectives. Root Cause Analysis and internal and external identification are used in this study. According to the study's findings, the Bromo Tengger Semeru-Arjuno Area's tourism potential has been mapped based on the locations of possible tourist attractions. Beside that, the root cause of PELP failure is due to internal and external factors. From an internal perspective, two underlying problem are low ROI and inconsistent service efficiency. From external perspective, the biggest issue is that there aren't enough funding sources.

**Keywords: PELP, Competitiveness, Tourism**

## **How Agroindustry Improves Inequality In East Java**

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### **ABSTRACT**

In the last ten years, the agricultural sector, especially the agroindustry, has played a significant role in the economy of East Java. From the Indonesian Central Bureau of Statistics publication, there are five dominant agroindustry sectors in East Java, three of which are the cigarette, rubber, and food industries. On the other hand, agroindustry development has yet to be accompanied by improvements in poverty and inequality. Therefore this study aims to identify the linkages between East Java's agricultural and industrial sectors using the moran-index correlation test method. The results indicate no link between East Java's industrial and agricultural sectors, meaning that most East Java industries use imported raw materials. The agricultural sector cannot supply raw materials needs in the East Java industrial sector. Therefore, an agroindustry development policy strategy is needed to strengthen farmer and farmer economic institutions to link East Java's agricultural and industrial sectors. In other words, this strategy targets directly empowering farmers and strengthening farmer cooperatives in agricultural base areas.

**Keywords: Agroindustry, Inequality, Poverty, Moran Index, Industry, Agriculture**

## **The Role of the Livestock Sector in Local Economic Development and Poverty Reduction in East Java**

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### **ABSTRACT**

The livestock sector has become an important part of economic development, especially in efforts to alleviate poverty in the community. Nevertheless, in fact, the growth of the livestock sector in East Java is still followed by a high level of poverty. Since the last 10 years, the poverty rate in East Java is still higher than in the National. Therefore, this study aims to analyze the role of the livestock sector in poverty reduction efforts in East Java. Specifically, this study will analyze the probability of poverty among workers in the livestock sector. The approach used in this study is a quantitative approach to cross-sectional data estimated using logit regression analysis. The data used is sourced from the 2020 National Socio-Economic Survey (SUSENAS). The logit estimation results show that individuals who work in the livestock sector have a higher probability of being poor. This phenomenon indicates that there is a need for revitalization in the livestock sector that is able to increase the opportunity for workers in the sector to get out of poverty.

**Keywords: Livestock Sector, Susenas, Poverty, East Java**

## **The Role of Hospital Service Quality in the National Health Insurance / Jaminan Kesehatan Nasional (JKN) Era and The Covid-19 Pandemic**

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### **ABSTRACT**

Fewer people are visiting the outpatient clinics at Pandan Arang Hospital, Boyolali, due to the Covid-19 pandemic and the hospital class transition, with the exception of the Gastroentero Hepatology (GEH) clinic. The primary focus of this research is to learn how the GEH clinic's administration can improve service quality in order to attract and retain patients. The purpose of this research was to identify the factors (service quality, customer experience, and customer perceived value) that lead to trust, satisfaction, and loyalty among consumers and patients when choosing healthcare providers. This study used a Sequential Exploratory design with a mixed-method approach, interviewing GEH's management and consultant doctors first, and then sending out questionnaires to 307 patients of the GEH clinic at various times. Based on this research, Pandan Arang Hospital has the necessary facilities and staff to qualify as a type B hospital. Pandan Arang Hospital provided outpatient services during the pandemic era, with a separate service flow for Covid-19 and non-Covid-19 patients as recommended by the World Health Organization and the Ministry of Health. Quantitative studies show a positive and significant connection between service quality, customer experience, and perceived value on trust. Then, there's a strongly positive connection between service quality, the value customers perceive they receive, and their level of trust in the company. Further, there is a positive and statistically significant correlation between contented customers and continued business.

**Keywords: Service quality, Customer Experience, Customer Perceived Value, Trust, Satisfaction, Loyalty, National Health Insurance (JKN) Era, Pandemic Covid-19**



## **The Economic Recovery Strategy Of Small Medium Business In The New Normal Tourism Sector: Challenges And Opportunities**

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### **ABSTRAK**

The decline in the number of tourist visits due to the Covid-19 pandemic has had a negative impact on the income of small and medium enterprises (SMEs) in the Tana Toraja tourist area. The recovery of economic activity in tourist areas during Covid-19 really depends on the participation of the government and the community. However, in the new normal era, people are still hesitant to carry out their full activities because of changes in behavior in carrying out normal activities while still implementing health protocols to prevent transmission of Covid-19. The purpose of this study is to analyze the strategy for developing small and medium enterprises engaged in the tourism sector in the new normal era after Covid-19 by the government and the SMEs community in the tourist area of Tana Toraja-Indonesia, using SWOT analysis by looking at strengths, weaknesses, opportunities and threats. for the development of SMEs. The results of the study show that the position of the government and the SMEs actors are in quadrant V (hold and maintain), they are still carrying out market penetration and product development strategies. This means that professional management of SMEs managers is needed, it is very important to increase the number of tourist visits. The government and society must be able to optimize the resources they have to develop their products. The development of attractive tour packages especially for cultural and customary events is the key to attracting tourists. Strengthening human resources professionally is urgently needed to carry out tourism and SMEs management so that tourism activities recover and local revenue can increase.

**Keywords: Economic recovery, SMEs, Tourism, New Normal**

## **The Implementation of Sustainable Finance: A Case Study in Bank Performance**

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### **ABSTRACT**

The idea of sustainability was risen according to climate change since the beginning of industrialization in 18<sup>th</sup> century. As consequence, the effect will be physical disasters that lead to disadvantages for businesses. The role of banking as an intermediary makes it an agent of trust. Thus, the proper business conduct of its practice is an obligation. Attempts for green finance can be seen by the SRI KEHATI index which has the 25 most favorable issuers that mostly apply ESG criteria. This study conducts an analysis of KBMI 4 banks and then analysis the relation of ESG score compared to the financial performance, i.e dividend, ROA, ROE, and P/E from the 2011 to 2021 periods. The result shows that there is a correlation between the performance indicated by the ESG score to the financial performance of each issuer. The results showed that adjusted dividend has negative relation with ROA with similar values of ESG, E, and G factors, while the social factor has a less negative correlation. The adjusted dividend has a positive connection with ESG and E, S, and G independently with similar values.

**Keywords: SRI KEHATI Index, ESG, Sustainability, Banking, Dividends, ROA, ROE, P/E, Green finance.**

## **Determinants of Career Choice of Accounting Students: A Survey in Large Universities in Indonesia**

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### **ABSTRACT**

This study aims to determine the factors that influence career choice among undergraduate students majoring in accounting in Indonesian large universities. This research is considered important considering that currently there is a tendency that the profession as an accountant has decreased interest due to the thought in the younger generation that accounting and financial statement preparation can be replaced by machines, technology, robots, and artificial intelligence. Four factors are examined, namely financial reward or salary, professional recognition, social value, and personality. The research sample will be selected from several large universities in Indonesia and data was collected via google form. A total of 309 questionnaires was filled in and the results show that only professional recognition, social value and personality positively affect the career choice of accounting students. This implies that accounting students nowadays are not focusing merely on the material satisfaction they can get from doing their jobs, but more on nonfinancial matters especially related to psychological achievement.

**Keywords: Career Choice, Accounting Students, Indonesia, Malaysia**

## **The Effect Of Online Learning On Violations Of Accounting Students' Academic Ethics During Covid-19 Pandemic**

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### **ABSTRACT**

This study aims to examine the effect of the application of synchronous and asynchronous online learning on the occurrence of violations of accounting students' academic ethics during Covid-19 pandemic. The object of this research is active students of Bachelor Degree in the Department of Accounting, Faculty of Economics and Business, Universitas Brawijaya. A total of 354 data were collected using a survey method with purposive sampling technique. Data analysis was performed using the SPSS application. The test results show that synchronous online learning has an effect on students' academic ethics violations. In addition, the test results also show that asynchronous online learning has an effect on violations of student academic ethics. The two test results are in line with the Fraud Triangle Theory which says that the opportunity to commit fraud results in an increase in the intensity of cases of violations of academic ethics.

**Keywords: Synchronous Learning, Asynchronous Learning, Academic Ethics, Accounting Students, Covid-19 Pandemic**

## **The Effect of Regional Economic Activity on Domestic Tourism During the Covid-19 Pandemic in Indonesia**

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### **ABSTRACT**

This study aims to analyze the effect of regional economic activity through the number of companies on domestic tourism during the COVID-19 pandemic, taking into account the spatial relations between provinces in Indonesia. Spatial analysis was performed using Moran's I test and Spatial Durbin Model. The results of the calculation of Moran's I score are significantly positive, indicating that there is a link between the visits of domestic tourists between provinces. The main variables of business and density have a significant negative effect, while the labor variable has a significant positive effect on the number of visits by domestic tourists in a province. The results showed that areas with high regional economic activity were less attractive to domestic tourists during the Covid-19 pandemic in Indonesia. In addition, other factors affecting domestic tourism are labor and population density.

**Keyword: Domestic Tourism, Agglomeration, Spatial Durbin Model**

## **Relationship Between Perceived Usefulness and Individual Performance Mediated by Information User Satisfaction**

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### **ABSTRACT**

The purpose of this research is to examine as a mediation of information user satisfaction on the relationship between perceived usefulness of individual performance. The population in this study were all village governments in Tidore Islands City and West Halmahera Regency. The sample in this study was determined based on their activeness as village operators who were tasked with inputting village data on the e-smart village application, totaling 131 respondents. The analytical tool used in this study is a simple and hierarchical regression. The results of the study partially reveal all the hypotheses supported in this study. Furthermore, the mediation testing hypothesis is also supported in this study.

**Keywords: Perceived Usefulness, Individual Performance, Information User Satisfaction, E-Smart Village, Village Government**

## **The Influence Of A Hedonic Lifestyle And Financial Literacy On The Financial Behavior Of Students At Universitas Development National "Veteran" Yogyakarta**

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### **ABSTRACT**

US time flies along with the rapid development of technology, it has an impact on the behavior and habits of colleges which eventually became their preferred lifestyle. Financial literacy is needed to implement good financial behavior to achieve prosperity. This study was conducted to determine the effect of a hedonic lifestyle and financial literacy on the financial behavior of students at the University Development National "Veteran" Yogyakarta class of 2018 – 2020. The design of this study was a quantitative study using a sampling technique in the form of purposive sampling with a sample of 155 colleges. The data collection technique was carried out by distributing questionnaires arranged on a Likert scale (range 1-5) and analyzed using multiple linear regression techniques with the help of the SPSS 22 analysis tool. The results of this study indicate that a hedonic lifestyle and financial literacy have a simultaneous effect on the financial behavior of the University National Development "Veteran" Yogyakarta students class of 2018 – 2020. The results of this study also show that the hedonic lifestyle and financial literacy partially have a positive effect on the financial behavior of the University Development National "Veteran" Yogyakarta students.

**Keywords: Hedonic Lifestyles, Financial Literacy, Finance Behavior**

## **Exploring Emotional and Cultural Intelligence of Undergraduate International Students at an Indonesian Private University**

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### **ABSTRACT**

By using a phenomenological approach, this study explored the role of emotional and cultural intelligence in the adjustment process of international students. The study engaged 11 participants recruited through purposive sampling. The study employed focused group discussion for the data collection method. The questions were designed to help understand the challenges of adjustment and how emotional and cultural intelligence were exercised to counter those challenges. Findings showed that emotional and cultural intelligence was paramount in enabling international students to be socially integrated. This study aims to offer a greater understanding of the social adjustment challenges of international students while contributing to the existing knowledge and suggesting future research directions.

**Keywords: Adjustment, Cultural Intelligence, Emotional Intelligence, International Students**



## **Why You Still Want to Buy HP Laptop? A Study of HP's Customer Satisfaction**

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### **ABSTRACT**

HP or Hewlett-Packard Company was founded in July 1939 in California. This American multinational company is well known in providing electronic devices especially laptops and computers in every continent across the globe. However, in this research we will only focus on the laptop that has been produced by HP Company. The aim and objective of this research is to find out what customers consider in choosing a HP laptop, the quality of HP products, and also the level of customer satisfaction with the quality of HP products. The research's primary goals are to evaluate the functionality and quality of HP laptops, as well as to meet consumer satisfaction with those products and determine what steps HP must take to keep those levels high. Both primary and secondary data are used to conduct this study. Overall, this study will show what affects customer satisfaction in using products from HP, both in terms of quality, service, and available features.

**Keywords: HP, Hewlett-Packard, Customer Satisfaction, Laptop, Functionality, Quality, Service.**

## **Users Satisfaction in Using Google Pay**

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### **ABSTRACT**

The purpose of this study is to determine users' satisfaction with using Google Pay. This study demonstrates that digital payment is emerging as an important platform in realizing the Go Cashless mission. Due to world globalization, this industry has become more significant since people nowadays are more comfortable with making an online transaction. Hence, it is more justifiable to take further action in making digital payments a norm. This research project aims to understand the factors that influence user satisfaction in using Google Pay. Many factors can influence the satisfaction of the users. However, this study will focus on perceived risk, perceived ease of use, awareness and service quality. For the research methodology, we are planning to collect data from the users using a questionnaire and analyze the result using SPSS. This study is believed to help us in understanding the major factors that can impact user satisfaction in using Google Pay.

**Keywords: Google Pay, Online Transaction, Cashless Transaction, Globalization, Digital Payment, Satisfaction.**

## **A Study of Consumer Behavioral Intentions of Online Purchases**

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### **ABSTRACT**

Over the last decade, it is undeniable that the rapid growth of technology has changed the lifestyle of human being all around the world. Moreover, with the presence of the COVID-19 pandemic, technology, specifically, e-commerce has developed into a great and comprehensive form as nowadays people are more reliant on using online purchases to buy their household goods. Despite the fact that the pandemic of COVID-19 has brought unprecedented challenges to people, e-commerce somehow has overcome the challenges by providing the service of contactless grocery delivery. Therefore, this study has established vast evidence that the four primary factors namely service quality, product quality, product freshness, and time savings determined the consumer behavioral intentions for online purchases. Besides, there are approximately 150 respondents that fill in the survey form and the researchers have utilized all data collected to complete this study. In a nutshell, the researchers have proven that there is a link between the four primary factors and the consumer behavioral intentions of online purchases.

**Keyword: E-Commerce, Service Quality, Customer Behavioral Intentions.**

## **Factors Influencing Online Academic Performance Among Malaysia, India, and Indonesia University Students**

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### **ABSTRACT**

In recent years, the COVID-19 pandemic has made significant impact on education around the world, particularly in Malaysia, India, and Indonesia. Nevertheless, the governments of these nations have discovered a way to try to alleviate the education crisis during the pandemic by offering online academic classes. Students can continue to study without interfering with their future courses, and they'll not underestimate their studies since they have been isolated at home for a long time. The purpose of this research is to investigate the factors that influence online academic performance among university students in Malaysia, India, and Indonesia. Furthermore, the aim of the research is to investigate the link between student willingness, motivation, academic staff responsibilities, course design and content, perceived usefulness, ease of use, and university guidance. A total of 150 Malaysians, Indians, and Indonesians had been picked to take part in this research via "Google Form".

**Keywords: Academic Staff Responsibilities, Course Design and Content, Ease of Use, Motivation, Perceived Usefulness, Student Willingness, and University Guidance.**

## **Do You Like Online Shopping? A Case Study Courier Service Quality and Customer Satisfaction Between Malaysia, Indonesia, and India**

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### **ABSTRACT**

Online shopping is an activity that allows consumers to purchase goods or services from the seller through the internet such as Shopee, Lazada, Amazon, and others. Online shopping has become a popular trend, especially after the Covid-19 pandemic. Next, the increase in online shopping has led to an increase in the business of courier services. The purpose of this study is to examine how courier service quality dimensions such as tangibility, reliability, responsiveness, assurance, and empathy can affect customer satisfaction. An online survey was conducted through Google Forms by 150 students from Universiti Sains Malaysia (USM), Malaysia, Universitas Brawijaya, Indonesia, CMS Business School, India, as well as IMS Engineering School, India.

**Keywords: Assurance, Customer Satisfaction, Empathy, Reliability, Responsiveness, Service Quality, Tangibility**

## **Consumer Satisfaction in E-shopping: Shopee Malaysia Case**

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### **ABSTRACT**

E-shopping expanded widely after the spread of the Covid-19 pandemic. Consumer purchasing behavior changed from physical mode to online mode. They comprehended the convenience of purchasing goods on E-shops such as Shopee. In 2020, Shopee ranked first in Southeast Asia for both annual sales and overall orders. Also, Shopee is the most well-known e-commerce in Malaysia and had many users increase after the pandemic. It generated a giant challenge for Shopee to maintain and improve customer satisfaction. Thus, the purpose of this paper is to investigate the factors that influence customer satisfaction with Shopee in Malaysia. The method used in our study is an online survey questionnaire via Google Forms targeted at 150 respondents. SPSS will be involved in analyzing the respondent result to test the significance of each factor toward customer satisfaction. From the results, the authors realized which factors play a crucial role in influencing customer satisfaction towards using Shopee. In sum, the authors will present a few suggestions and recommendations.

**Keywords: E-Shopping, Factors Influence, Customer Satisfaction, Shopee**

## **What Do You Think About the Service of Netflix? A Study on the Successful Pathway of Netflix**

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### **ABSTRACT**

Cinema now are not the only place to watch a movie. Netflix will become a better choice for everyone to watch movies as well as television drama series. Netflix users are able to watch any movies and television drama series anywhere anytime they wish. Undoubtedly, Netflix is a good platform for everyone to entertain themselves by watching movies as it is very convenience. Hence, this study will examine the customers stratification on the service that provided by the Netflix company.

**Keywords:** Brand image, Customers loyalty, Customers satisfactions, Netflix, Purchase intention, Service quality.

## **The Customer's Satisfaction of DHL Express Services**

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### **ABSTRACT**

In 2020 to 2021, Covid-19 pandemic had attack all over the world and make the demand on courier services become higher and since then delivery services began to grow rapidly and more delivery companies began to emerge to meet the needs of customers. In courier services, the most important thing to emphasize is the customer's satisfaction because it's determined how good the services that they produce. To survive, DHL Express needs to design customer-value with marketing strategies that meet customer's needs. In the nutshell, this study aims to determine customer's satisfaction with DHL express services on how they deliver their services and examined the already services designed to improve it and make it better to meet the needs of customers. To obtain this kind of information, we can find out by using the empirical method or survey through some questions distributed to DHL Express customers which contain their satisfaction on their performance of courier services and what are the shortcomings that need to be improve from the services provided.

**Keywords: Covid-19 pandemic, Customer Needs, Customer satisfaction, Marketing Strategies, Improvement on Shortcomings**



## **The Digital Empire: Google. A Study on the Sustainability of Google in the Aspect of User Satisfaction**

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### **ABSTRACT**

Google is one of the greatest tech-based companies that is well known worldwide for its revolutionary contribution in the tech industry. They have built a digital empire of their own, which has brought unprecedented convenience to humans. With Google, users are allowed to access the world's information at their fingertips. The level of user satisfaction is crucial for Google as it represents its ability to continue dominating in this ever-changing technological world. Hence, this paper is to study the sustainability of Google in the aspect of user satisfaction by identifying the relationship between the independent variables (security and privacy, reachable and widespread customer service, expected performance, perceived ease of use, perceived usefulness and personal sable) and the dependent variables (user satisfaction). A total number of 150 respondents from Malaysia and Indonesia participated in the online survey through Google Form which provides data to this study and the hypotheses were tested using SPSS. The result shows that user satisfaction will be impacted by several factors.

**Keywords: Customer Service, Google, Perceived Ease of Use, Perceived Usefulness, Personal sable, Security and Privacy, User Satisfaction.**

## **Factors Influencing Consumer Loyalty: A Study of Apple**

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### **ABSTRACT**

Since Apple released the epoch-making iPhone 4 in San Francisco in 2010, Apple has gradually become the number one enemy of tech companies. No one could have imagined that this company would become so important in today's world, but now Apple has successfully used the high-security ecosystem created by the efficient connectivity between multiple devices to gain a large number of lasting users, creating extremely high product stickiness and user loyalty. Therefore, in this article, we will try to investigate and study the multiple causes of this effect using multiple approaches and investigations. And in this, we collected primary and secondary data from multiple channels, and at the same time made a digital questionnaire to collect the data and information we needed, and this questionnaire also provided us with 100 valid surveys. As a result, these 100 results show that Apple's users maintain their high loyalty to the Apple brand mainly from the consumers' brand experience, brand innovativeness, social influencing, perceived value and brand trust.

**Keywords: Consumer Loyalty, Brand Experience, Brand Innovativeness, Social Influencing, Perceived Value, Brand Trust**

## **How McDonald's performs & tackles the Covid-19 Pandemic**

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### **ABSTRACT**

The coronavirus crisis (Covid-19) has driven the entire planet to a dangerous tipping point, and no one is spared from this crisis, including our nation, Malaysia. Malaysia imposed the movement control order (MCO) on March 18, 2020, to blunt the exponential rise of Covid-19 cases and transition to the endemic phase of the Covid-19 pandemic on April 1, 2022. Concomitantly, McDonald's has faced hurdles and obstacles during the trying time, if not downright chaotic. This paper identifies the ways and means that McDonald's adopted in Malaysia to surmount the outbreak of Covid-19. The researchers have collected primary data via Google Forms, with a sum of 150 participants partaking in this survey, and secondary data from different sources to conduct a deeper study on the research topic. Therein, this paper can enhance the understanding of how McDonald's survived from the beginning to the endemic phase of the pandemic. The researchers tested hypotheses with the help of IBM SPSS Statistic software. Recommendations and implications were discussed.

**Keywords: Mcdonald's, Covid-19, Alaysia, Ways, Problems**

## **Influencer Marketing (A Study of Millennial Consumer Behavior)**

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### **ABSTRACT**

Recent marketing trends indicate the rise of influencers as an extension of word of mouth campaigns. As consumers turn to social media platforms, organizations are realizing the power of influencers in affecting a purchase decision. The current study throws light on various aspects of influencer marketing that drive consumer behavior by using the theory of planned behavior (henceforth referred to as TPB) (Aizen, 1991). This study is quantitative research to identify key factors of influencer marketing that impact millennial consumer behavior and we want to find out how effective are influencers in attracting prospective customers and stimulating them for purchase thus determining the overall effectiveness of an influencer in promoting a brand.

**Keywords: Consumer, Behavior, Influencer, Marketing, Millennial.**

## **Are You A Shopaholic? A Case Study of Users Satisfaction of Shopee in Malaysia**

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### **ABSTRACT**

Online shopping or called e-shopping is the place for everyone to purchase goods or services via an application provided or through a web browser over the Internet. Shopee is one of the largest e-commerce platforms in Southeast Asia and is spread out globally, such as in Malaysia, Indonesia, Taiwan, Thailand, Vietnam, and Singapore. It is an online application where everyone can buy and sell goods easily with just one click on their smartphone. This case study examines the significant factors toward users' satisfaction with using Shopee in Malaysia. In this case study, the researchers use a questionnaire survey to collect data from 100 users of the Shopee application to know deeper about their satisfaction with using Shopee for online purchases in Malaysia. The findings show that promotion strategy, quality service, product variety, and purchase intention affecting the user satisfaction of Shopee. The results provide new insights into customer satisfaction that can help the company's performance in the future.

**Keywords: E- Commerce, Loyalty, Malaysia, Online Application, Promotion Strategy, Product Variety, Purchase Intention, Quality Service, Satisfaction, Shopee, Users**

## **How does Tiktok Shop Live Streaming Advertising Influence their Consumers' Purchase Intention?**

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### **ABSTRACT**

With the progress of time, the use of online shopping platforms has increased tremendously in these years, especially during the Covid-19 pandemic. Live streaming advertising functionality is one of the most powerful marketing tools provided by e-commerce platforms to allow sellers to promote their products and services to e-commerce users through live streaming. As one of the most popular e-commerce platforms in Indonesia and as a rising e-commerce star in Malaysia, TikTok Shop has successfully used live-streaming advertising methods to increase its sales. This study was conducted to investigate the factors that influence consumers' purchase intentions in using live-streaming advertising methods through the TikTok Shop. Primary data and secondary data were needed for this project. A digital questionnaire is created and distributed to 200 respondents to collect data from them as the primary data for this paper. The secondary data was collected from internet sources.

**Keywords: Live streaming, Purchase Intention, TikTok Shop**

## **Espresso Yourself: Are You a Coffeeholic? A Study of Loyalty and Satisfaction of Customers on Costa Coffee in Malaysia**

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### **ABSTRACT**

Bringing to you London's favourite coffee in Malaysia! The story began when the Costa brothers, Sergio and Bruno, decided to make a great cup of coffee as a part of everyday life in London. The impact of Covid- 19 has affected the entire world and the reliance on Costa Coffee apps has been doubled. Hence, the objective of this research paper is to study the loyalty and satisfaction levels of customers from purchasing an espresso in the well- known cafe store, Costa Coffee. This study aims to examine which factors that affect the customers' loyalty and satisfaction to snap up a specialty hand- crafted brew on Costa Coffee in Malaysia. Thus, the researchers also collected the data using a structured questionnaire and a sample of 100 Costa Coffee's customers from Malaysia. Overall, the data illustrates the claims of Costa Coffee regarding customers' loyalty and their satisfaction of the company.

**Keywords: Coffee, Costa Coffee, Customers, Espresso, Loyalty, Malaysia, Satisfaction**

## **Factors That Influence Customers Satisfaction: A Study of Grabfood**

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### **ABSTRACT**

Due to the advancement of technology, the food and beverage industry has gone through a new wave of innovation due to food delivery services. Now, people can order food using the Grab app offered. The purpose of this study is to examine the factors that influence customer's satisfaction with GrabFood. Secondary data is one of the techniques that have been used. To collect data from 100 respondents, an online survey form was created. The data from the survey illustrates the claims of GrabFood regarding the customer's satisfaction of the company. According to this survey, customers satisfaction with GrabFood was influenced by factors including service quality, numerous sorts of food, provides promotions and discounts, can be trusted, and provide an application that is easy to access. These are some suggestions that have been made to increase customer's satisfaction with GrabFood which are improve packaging techniques, expedite the delivery process, and set more affordable shipping prices.

**Keywords: Customers Satisfaction, Food Delivery Services, GrabFood**



## **The Influence of Workplace Environment on Job Performance - A Case Study of McDonald's**

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### **ABSTRACT**

This study aims to investigate the influence of the work environment on job performance of a company. A company called McDonald's was taken as a case study. McDonald's Corporation is a well-known fast food company that was founded in 1940. McDonald's has the largest share in the fast food restaurant industry that offers a variety of foods including burgers, nuggets, wraps and soft drinks. The primary objective of this study is to discover whether McDonald's employees' performance is influenced by their work environment. This study was conducted to identify the relationship between independent variable (workplace environment) and dependent variable (employees' performance). The data was collected by distributing google form to 150 respondents. The workplace environment of a company is important as the success of the company depends on how motivated and engaged the employees are which if managed properly will produce good outputs for internal and external parties of the company.

**Keywords: Job performance, Workplace environment**

## **Factors Influencing Consumers' Purchasing Behaviour of Sneakers in Malaysia, India and Indonesia**

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### **ABSTRACT**

Entrepreneurs must be capable of understanding and approaching by collecting these varied behaviors in order to discover the factors and influences behind consumers' purchasing behavior. Consumer behavior is quite diverse and subject to change. Consumer behavior includes all of the actions and psychological factors that influence these behaviors before, during, and after purchasing, using, and spending money on goods and services. Cultural, social, personal, and psychological factors are all involved. This survey purposely shows the factors influencing consumers' purchasing behavior of sneakers in Malaysia, India, and Indonesia. This is to identify whether consumers purchase their sneakers based on quality, price, brand or needs. Any firm must pay attention to its stakeholders and external clients. Several studies have found that a company's capacity to attract and keep happy, devoted consumers as well as adapt to their changing requirements and preferences are key factors in its long-term success.

**Keywords: Consumer Behavior, Entrepreneurs, Long-term Success, Psychological Factors, Purchasing Behaviors**

## **Uniqlo, a Brand Made for All: Factors that Influence Consumer Behavior**

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### **ABSTRACT**

Uniqlo Company limited is a Japanese clothing apparel company that was originally founded in Yamaguchi in 1947 as textiles manufacturer. Uniqlo is a global brand with over 1000 stores around the world. Uniqlo is a well-recognized clothing brand for casual wear that offer products with simple yet high quality design with innovative features a reasonable price. This paper intends to explore the factors that influence consumer's purchasing behavior. This study will also examine the service provide by Uniqlo to their consumers to build trust and an enjoyable experience of their brand. The respondents of this study will be from Malaysia, India and Indonesia. The finding indicates ease of use, enjoyment and trust of consumers in the brand as well as factors influencing consumers' behavior toward Uniqlo. The link between ease of use, enjoyment, trust and behavioral intention is mediated by attitude that is shown by the company.

## **Factors Influencing Brand Loyalty among TikTok Users**

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### **ABSTRACT**

In today's life, social media is no longer just a platform to use for social purposes, it is more than that. People choose to spend their time on social media as they enable people to connect with one another across the globe, find career opportunities, and many more. TikTok has been super famous in this generation. The analysis shows a high probability that almost everyone knows of an app called TikTok. Statistically it can be seen from the "*millennials*" to "*boomers*" have known this application. The growth of TikTok has been rapidly increasing as it makes individuals addicted to the app itself. As Tiktok took a lead in the ranking with the most active user in 2022, researches are made to define factors that influence brand loyalty among TikTok users. In this article, we can find out what factors increase users brand loyalty towards the TikTok application.

**Keywords: Addicted, Brand loyalty, Define, Factors, Social media, Super Famous, TikTok.**

## **Improving Performance Services of Kentucky Fried Chicken for Customer Satisfaction**

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### **ABSTRACT**

From 2020 to 2021, many KFC outlets are going into liquidation, because the company has suffered losses to the point where they cannot pay their obligations. Apart from the impact of the pandemic, the increasing number of competitors in the fast food sector is also the cause of the decline in KFC's business. To survive, KFC must have service performance that can increase customer satisfaction, so that customers continue to choose KFC as a place to fulfill their desires. In conclusion, this study aims to examine customer satisfaction towards ambiance of facilities, service, and food quality, also to examine related services designed to meet customer needs. The atmosphere of the facilities, quality of service, quality of food, are important efforts to meet all the needs and desires of consumers and meet consumer expectations so that their business can continue to run and survive among its competitors. For KFC companies, we can find out the problems they have by using a survey method through questionnaires distributed to KFC customers which contain their satisfaction with service performance at KFC and what are the shortcomings that need to be improved from the services provided. Responses obtained from customers via surveys, researchers can suggest improvements to services to get the highest satisfaction from consumers.

**Keywords: Increase Customer Satisfaction, Competitors, Service, Food Quality, Customer Needs**

## **A Study on the Consumer Behavior, Downfall and Redemption of Netflix**

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### **ABSTRACT**

Netflix was launched in 1997 and initially offered movie streaming rentals with fewer than 1000 titles. Soon after, it shifted to a subscription-based model, and in 2000, Netflix started a personalized movie recommendation system. By 2005, Netflix had more than 4.2 million subscribers and had begun developing a video recommendation algorithm. By 2016, Netflix included over 50 million users; today, it is a global reach in the video-on-demand sector. Today's earnings from Netflix are concerning. The streaming platform indicated a 200,000 subscriber loss in the first quarter of 2022, its first in over a decade and its losses are forecast to keep, with Netflix predicting a 2 million worldwide paid subscriber loss in the second quarter. The company informed its shareholders that it expected to add 2.5 million net subscribers in the first quarter, compared to 4 million in the same quarter last year. The reduction reduced Netflix's member base to 221.6 million, fall from 221.8 million in the previous quarter. According to the company, its service is used by more than 100 million additional homes, with over 30 million of them located in the United States and Canada. The company attributed the subscriber failure to a variety of factors. Other factors cited by Netflix in its proxy statement as having contributed to the loss were diverse. This study was conducted to examine user behavior, downfall and redemption of Netflix. By gathering information from the study's target population, the study's findings are used to support its key conclusions.

**Keywords: Movie Streaming Rentals, Video Recommendation Algorithm, Creative Content Creation, Video-On-Demand Sector, Worldwide Paid Subscriber, Proxy Statement.**

## **The Effect of Coca-Cola's Marketing Strategy on Customer's Behavior**

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### **ABSTRACT**

The Coca-Cola Company is one of the largest beverage distributors in the world, selling 1.3million beverage servings every day. Through its brands, which include Fanta, Coke, Sprite, and Diet Coke, The Coca-Cola Company contributes to more than 3% of all daily alcoholic beverages consumed throughout the globe. The Coca-Cola Company, which began with only one product, has developed and grown to now represent more than 3800 brands globally. Coca-Cola Company beverages are now available everywhere in the world. The Coca-Cola brand is becoming more well-known, which results in more customers and more sales. This is because Coca-Cola Company always has a multifaceted approach to meet changing tastes and needs. Thus, the aim of this research is to determine the effect of Coca-Cola Company's marketing strategy towards their consumer behavior. The marketing strategy includes the 4Ps, which are product, price, place, and promotion. All of the data and information for this study were acquired from primary and secondary data through several resources, and a digital survey was created to gather facts and details from 150 responders. These resources will be used by the authors to discuss how Coca-Cola's marketing strategy affects consumer behavior.

**Keywords: Coca-Cola, Customer's Behavior, Marketing Strategy, Beverages, Brand**

**"How the One-Stop Services From Mobile Applications  
Aligned With Customers' Contemporary Purchasing  
Behavior". A study on Grab's High Recognition Among  
Consumers**

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**ABSTRACT**

The ride-hailing app Grab has now grown into a multinational transportation company headquartered in Singapore with offices in eight Southeast Asian countries. Since its founding in 2012, the company has expanded beyond its core business of ride-hailing services to delivery, financial, and other experience services, all integrated into a cloud-based system. The Grab app delivery service has surged in popularity during the Covid-19 pandemic, and ride-hailing services are recovering as offices, universities, and borders reopen. This study is being conducted to find out how Grab's one-stop service fits into consumers' contemporary purchasing behavior and how the company gain high recognition in the ride-hailing and food delivery sectors among consumers. A survey was then conducted and the data collected was tested in IBM SPSS to assess the independent variables (super app, flat rate fees, short waiting times, additional revenue streams, and reliability) and the dependent variable (high recognition). In this study, Grab's offerings that are relevant to current purchasing behavior which widely embraced by consumers are discussed.



## **Do You Listen to Music on a Streaming Service? A Study on Spotify Users' Satisfaction**

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### **ABSTRACT**

White Collar and university students today experience stress due to the mounting career and academic pressure. Hence, they started to find a way to relax and discovered they could let their stress off by listening to music on streaming services. Indirectly, music streaming services are becoming more popular since it is easy to access through mobile devices. Streaming platforms have significantly impacted the consumption habits of the music industry since the advent of digital technology. As a result, the most famous music streaming service, Spotify, needs to ensure its users' satisfaction to retain users. The study was conducted to evaluate the variables influencing users' satisfaction with using Spotify. This research used a quantitative digital questionnaire, which is Google Form to survey 150 users of music streaming services to know their satisfaction with using Spotify. The hypothesis was tested by using SPSS and the results showed. At the same time, suggested implications are also given in the study to let Spotify improve itself in satisfying its users.

**Keywords: Music Streaming Services, Users' Satisfactions, Recommendations, Spotify, Digital**

## **The Customer Satisfaction for 7-Eleven in Malaysia and China**

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### **ABSTRACT**

7-Eleven is one of the most well-known convenience store chains in the world. Customer satisfaction (CSAT) is a metric for estimating how well a company's goods, services, and customer engagement meet up to its expectations. One of the main objectives of this research is to examine the most important variables that affect customer satisfaction at 7-Eleven in Malaysia and China. An online survey will be developed with the intention of achieving this goal, and the respondents from the pertinent countries will have access to it. Besides, the second objective of this research paper is to study the suggestions or improvements from the respondents to boost customer satisfaction at 7-Eleven in particular countries.

**Keywords: Customer Satisfaction, 7-Eleven in Malaysia and China, Factors That Affecting Customer Satisfaction, Suggestions And Improvements**

## **How to Motivate Yourself Learning Online? Let's Try to Figure Out Some Fun Learning Online**

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### **ABSTRACT**

This research studies factors affecting university students learning online and their motivation methods. This study aims to identify effective ways and factors that encourage students' online learning. In this new norm, many universities are using online teaching to teach college students. Although offline teaching has begun to be implemented, part of the teaching is still using online teaching methods. So online learning has become a part of college student's studies. In this study, we obtained feedback from 150 college students to investigate the factors that affect online learning and how to motivate them to study well online.

**Keywords: Motivation, Online Learning, University Students**

## **Analysis of Strategy in Retaining Its Customers: A Case Study of Starbucks in Malaysia**

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### **ABSTRACT**

Starbucks is an American coffee company and coffeehouse chain. The coffee chain in Malaysia is operated by Berjaya Starbucks Coffee Company Sendirian Berhad, which is part of the listed Berjaya Food Berhad. This study aims to analyze the strategy that Starbucks in Malaysia uses to retain its customers. The research methodology that we tend to use in this research is empirical as it will be conducted through primary data sources such as online survey techniques. The study will use questionnaires to collect data from Starbucks customers in Malaysia. We want to do an empirical research paper because we are analyzing the strategy that Starbucks Malaysia is running to retain its customers as Starbucks is one of the most popular and recognizable brands worldwide. For that, we will analyze Starbucks' marketing formula and see how customers react to what Starbucks has done.

**Keywords: Customer Retention, Food and Beverages, Malaysia, Starbucks, Strategie**

## **Factors Influencing Consumers' Online Shopping Buying Behaviour: A Study of Shopee in Malaysia**

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### **ABSTRACT**

Shopee is one of the leading e-commerce platforms in Southeast Asia with 343 million visitors per month. In the second quarter of 2022, its gross merchandise value was even aggregated to USD19 billion. Apart from penetrating the e-commerce market in the Southeast Asia area, Shopee also expanded its business operations aggressively to new regions, namely Europe, Latin America and South Korea. Its successful business model is most likely attributed to its core competencies. Therefore, this study aims to investigate the factors influencing consumers' online shopping behaviour on one of the e-commerce platforms, Shopee in Malaysia. The four determined influencing factors are perceived usefulness, perceived ease of use, perceived trust, and perceived convenience. The researchers also conducted a survey questionnaire to collect data from a sample of 150 Shopee users from Malaysia. The findings depicted that perceived ease of use and perceived convenience had influenced the consumers' online shopping behaviour on Shopee in Malaysia. On the other hand, perceived usefulness and perceived trust did not significantly affect the consumers' online buying intention on Shopee in Malaysia. This study can provide Shopee with valuable insights into consumers' online shopping behaviour by researching the consumer perception towards Shopee.

**Keywords: Online Shopping Behaviour; Perceived usefulness; Perceived ease of use; Perceived trust; Perceived convenience; Shopee; E-Commerce; Malaysia.**

## **Role of Big Data in Supply Chain**

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### **ABSTRACT**

Big data analytics (BDA) in supply chain management (SCM) is growing in attention. This is because BDA has a wide range of applications in SCM, including customer behavior analysis, trend analysis, and demand prediction. In this survey, we investigate the predictive BDA applications in supply chain demand forecasting to propose a classification of these applications, identify the gaps, and provide insights for future research. We classify these algorithms and their applications in supply chain management into time-series forecasting, clustering, K-nearest-neighbors, neural networks, regression analysis, support vector machines, and support vector regression. This survey also points to the fact that the literature is particularly lacking on the applications of BDA for demand forecasting in the case of closed-loop supply chains (CLSCs) and highlights avenues for future research. Big data analytics is a combination of tools, processing systems, and algorithms that can interpret insights from data. Traditionally, SCM relied on ERP and other disparate storage systems for data. Big Data assists in reconfiguring the numerous flexible sections of the supply chain, optimizing available resources (space, tools, materials, human resources, and so on), and maximizing productivity throughout implementation. Through our research, we want to know the scope of Big Data in Supply Chain.

**Keywords: Analytics, Big Data, Closed-Loop Supply Chain, Demand Forecasting, Supply Chain**

## **The Effect of Leadership Style Towards Turnover Intention Increases Among Malaysian Youth**

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### **ABSTRACT**

The objective of this study is to investigate about different leadership style, to affect the turnover intention among Malaysian Youth. In this study, quantitative research method is used by distributing the online questionnaire to collect data from 150 youth. The study concluded that autocratic leadership style possesses significant relationships with turnover intention increase, whereby democratic leadership possess insignificant relationship towards turnover intention among youth. Lastly, coaching leadership style possess insignificant relationship towards turnover intention increase among youth. The findings of the present research can contribute to decrease of turnover intention increase by improving on autocratic leadership styles, democratic leadership styles and coaching leadership styles. This study's overall objective is to examine young workers' intentions to leave their jobs, and its goal is to determine how democratic, autocratic, and coaching leadership styles affect youth workers' intentions to leave their jobs. This research going to beneficial for the society and among employer towards employees by discover the existed matter regarding to the behaviors of leadership styles.

**Keyword: Leadership styles; Autocratic leadership; Democratic leadership; Coaching leadership; Turnover intention; Malaysian Youth.**

## **A Study of Employee Retention Among Youth Employees Between Malaysia and Indonesia**

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### **ABSTRACT**

The current study is employee retention among youth employees on work-life balance, work environment and reward and compensation between Malaysia and Indonesia. The population of this study of youth people who work in Malaysia and Indonesia. We received at least 100 questionnaires from the Indonesia's youth employees and at least 100 questionnaires from Malaysia's youth employees. The purpose of this study is to examine whether work life balance, work environment and reward and compensation affect the main factors of employee retention of youth employees. Although this study contributes to current employers' efforts to retain employees, the results of this study are not everything. Research shows that it is recommended that bosses communicate more with their employees to understand the situation and needs of each employee through communication.

**Keywords: Work-life balance, Work environment, Reward and compensation, Employee retention, youth employees.**



## **Relationship Among Obesity, Emotional Eating, Eating Pattern, Lifestyle Behaviour Among Young Adults in Malaysia**

**Gan Kia Hui<sup>1</sup>, Nikolas Fajar Wuryaningrat<sup>2</sup>, Rupesh Kumar Sinha<sup>3</sup>, Yuka Khor Wenyai<sup>4</sup>, Tan Kah boon<sup>5</sup>, Josceline Goh Shu Fen<sup>6</sup>, Erlita Boletimi<sup>7</sup>, Faye Rachel**

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### **ABSTRACT**

The purpose of this study was to assess young people' levels of health awareness, knowledge, and attitudes related to healthy eating in Malaysia. This study employs a quantitative research strategy by surveying a sample size of 100 people through online questionnaire. By providing a link to a Google form on social media, this study targeted 18- to 35-year-old Malaysians. The findings indicate that health awareness, knowledge, and attitude toward healthy eating had a positive impact. The findings of this research have the potential to ameliorate the dietary and lifestyle variables that contribute to the obesity epidemic among Malaysian youth.

**Keyword: Health Awareness, Knowledge about Healthy Food, Attitudes Toward Healthy Food, Malaysian Young Adults**

## **Suicide among Youth in Asian Perspective**

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### **ABSTRACT**

This study investigates different factors which leads to depression and suicide among youth in Asian countries such as Malay, Indian and Indonesia. According to earlier the main factors of suicide are not able to cop up with stresses due to school life, lack of programs which promote good mental health, Cyber bullying, family problem, illness, drug abuse, love affairs, indebtedness and failure in examination. This type of research is research and development with the ADDIE development model which includes 5 stages, namely Analysis, Design, Development, Implementation, and Evaluation. The research instruments used were validation sheets, response questionnaire sheets, interest questionnaire sheets, and test question sheets. The results of this study are,(1) The results of suicide among youth in Asian Perspective (MII) are included in the category with an average value,(2) Suicide among Youth in Asian Perspective (MII) is considered practical because it received a positive response from filling out youth response questionnaires on aspects of media use with an average value of 3.88 which is included in; category,(3) Suicide among youth in Asian Perspective ( MII) is the findings indicated that cyberbullying, depression, and stress impact significantly and positively. (4) Suicide among Youth in Asian Perspective (MII) There is a need for relevant authorities, societies, and communities to take serious actions to reduce the incident of cyberbullying among youth. In addition, more supportive activities should be introduced to assist youths who suffer from stress and depression.

**Keywords: Suicide among Youth, Asian Perspective Malay, India, Indonesia, Cyber bullying, Depression, Stress, Suicide**

## **Factors Associated with Stress among Student**

**Kia Hui Gan<sup>1</sup>, Wei Xian Tee<sup>2</sup>, Chun Xian Low<sup>3</sup>, Daniel Khai Hong Tang<sup>4</sup>, Nikolas Fajar Wuryaningrat<sup>5</sup>, Jinifer Claudia Sumilat<sup>6</sup>, Angela Griselda Nathania Pangerapan<sup>7</sup>, Rishikays Kaakandikar<sup>8</sup>, Sourabh Ramchandra Mane<sup>9</sup>, Rupesh Kumar Sinha<sup>10</sup>, Manaswini Panda<sup>11</sup>, Andaru Anindito<sup>12</sup>**

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### **ABSTRACT**

This research aims to investigate how cyberbullying, parental pressure and academic stress affect stress among college and university students. This quantitative research methods were used to collect data from at least 100 college and university students in Malaysia, Indonesia and India by distributing online questionnaires. The findings concluded that cyberbullying and academic stress has significant positive relationship with student stress, whereas parental pressure display a significant negative relationship with student stress. The findings contribute can reduce stress among Malaysian students by improving factors such as cyberbullying, parental pressure and academic stress.

**Keywords: Student; College; University; Cyberbullying; Parental pressure; Academic stress; Stress**

## **Factors Affecting Depression Among Youth**

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### **ABSTRACT**

The objective of this research is to investigate how stress, quality of life and loneliness affect the depression among youth in Malaysia, India and Indonesia. In this study, quantitative research method is used by distributing the online questionnaire to collect data from 100 youth Malaysia, India and Indonesia. The study concluded that stress and loneliness possess significant positive relationships with depression, whereby the quality of life has a significant negative relationship with depression among youth in Malaysia, India and Indonesia. The findings of the present research can let people understand better about depression among Malaysian, Indian and Indonesian youth because there is not much research on this topic in Malaysia, India and Indonesia. Besides that, these findings will let people know whether stress, loneliness and quality of life affect depression.

**Keyword: Youth; Malaysia; India; Indonesia; Depression; Stress; Loneliness; Quality of life.**

## **Mental Health Issue Among Youth**

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### **ABSTRACT**

This paper is to study the mental health issues among working young adults. Mental health is important at every stage of life, from childhood and adolescence through adulthood but it is not very much acknowledged. Especially, the young adults who has just stepped into their career pathway. In this study, the researchers have used a quantitative research method by distributing an online questionnaire to 100 participants. The study concludes that mental health (depression) has given a great impact in young adults working life. The finding of this research has spread awareness about the disacknowledgement and recommendation

**Keyword: Mental Health, Young Adults, Quantitative Research, Working Life, Awareness, Recommendations.**

## **Study of Lazada in Malaysia Reveals the Impact of Social Media Marketing, Brand Trust, and Brand Loyalty on Consumers' Intention to Buy**

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### **ABSTRACT**

Lazada Group, which was founded in 2012, is the top ecommerce platform in Southeast Asia. During the Covid-19 outbreak, a lot of people have switched to online buying. Online buying is therefore anticipated to become commonplace in the post-pandemic economy. In Malaysia, Lazada seizes the chance and gains market share. This study intends to investigate if social media marketing, brand trust, and brand loyalty can affect Malaysian Lazada users' purchasing intentions. The data was collected from 150 Lazada consumers who participated in the online survey via a Google form. The results demonstrate social media marketing, brand trust, and brand loyalty influence Lazada users' purchasing intentions. Thus, this study focused on recommendation and in-depth understanding of its correlations and a long-term relationship with its customers.

**Keywords: Social Media Marketing, Brand Trust, Brand Loyalty, Users' Purchasing Intentions**

## **Does Job Performance of McDonald's Employees Influence Customer Satisfaction in Malaysia and Indonesia?**

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### **ABSTRACT**

McDonald's is one of the most popular and successful global fast food service and restaurant chains in the world. The objective of this research paper is to analyze the job performance of McDonald's employees to influence customer satisfaction in Malaysia and Indonesia. The research methods will use the online survey and analyze the findings including that the respondent's satisfaction with the job performance of McDonald's will influence customer satisfaction in the countries. This research will provide the improvement and suggestions by McDonald's to enhance the job performance for McDonald's employees in the countries especially for offering and providing more efficient and effective customer service for the customers in Malaysia and Indonesia to research and analyzing the job performance of McDonald's employees influence customer satisfaction in Malaysia and Indonesia.

**Keywords: Job Performance, Customer Satisfaction, Employees, Malaysia and Indonesia**

## **Post-Pandemic: University Students' Satisfaction on the Use of E-Learning**

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### **ABSTRACT**

In 2020, most higher education institutions throughout the world abruptly close due to an urgent public health issue to stop the COVID-19 epidemic from spreading. Unfortunately, although many universities have some experience in online learning, they are not ready to go fully online study yet. This research was carried out to evaluate the level of satisfaction with the use of e-learning during the coronavirus COVID-19 pandemic in higher education institutes in Malaysia and Indonesia. In this empirical paper, researchers conducted quantitative research by using a set of questionnaires to 150 students at Universiti Sains Malaysia and Universitas Brawijaya. This research reveals that most of the respondents are satisfied with the convenience brought by the e-learning learning system followed by the online classes that helped them to achieve the course learning outcomes. In contrast, most of the students are not satisfied with their academic advisor's follow-up and support. Other than that, most respondents suggest that they prefer to use only online classes in the future. This study calls for further research to enhance online learning and teaching qualities by endorsing innovative teaching techniques that fit the students' satisfaction.



## **Factor Affecting Consumer Behaviours: The case of Kellogg's**

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### **ABSTRACT**

Cereals, snack bars, and breakfast foods are in higher demand as a result of the laws and regulations that require employees to work from home and school closures to stop the spread of COVID-19. Cereal and breakfast food sales have increased by 4.1% by the end of 2021. As the industry is experiencing progressive growth, Kellogg's, rated as one of the most valuable food manufacturing brands in the world, needs to excel in several areas to emerge as the industry leader. This research paper was conducted to investigate the relationship between several independent variables and consumer behaviour. A structured primary online survey of 150 Kellogg's customers was collected through Google Form. This paper analyses the factors using appropriate statistical tools such as descriptive statistics, regression analysis, and inferential statistics. This study identified that psychological factors, market attributes, and product attributes would affect consumer behaviour directly. This study also delivered practical insights for the company engaging in the production and distribution of breakfast foods in the face of increasing consumer demand for healthy food options.

**Keywords: Brand Decision, Breakfast Foods, Consumers Behaviour, Kellogg's**

## **Different Effects of Physical Class and Online Class on University Student's Academic Performance**

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### **ABSTRACT**

The world has been affected by COVID-19 pandemic in recent years until now. People think a lot of preventive measures to control the spread of COVID-19 pandemic. One of the measures is to encourage university students to take classes through online platform. Online class can solve the problem of crowding in the lecture hall to prevent the spread of epidemic. However, university students hard to learn some skills through online class because they need to keep practicing for improving their skills through offline class. The in-person instruction and online instruction always bring different effects on university students' academic performance. We would like to run this research and collect data through online survey. This research will help us to understand the different effects bring by independent variables (in-person instruction and online instruction) on dependent variable (university students' academic performance). We will also discuss the suggestion for improving academic performance on university students.

**Keywords: Academic Performance, In-Person Instruction, Online Instruction, University Students.**

## **Factors that Influence Customers Satisfaction in Digital Wallet Service: A Study of Touch N Go in Malaysia**

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### **ABSTRACT**

In recent times, digitalization has become one of the latest trends, especially in terms of businesses & expenditure methods, which includes digital marketing, online businesses, and cashless transactions. This trend was further affected by the Covid-19 pandemic where the vast majority of businesses have migrated online, or expanded their businesses via online sales. Cashless payment has also become the norm, with digital wallets (e-wallets) being commonly used. The Touch N Go digital wallet is one of Malaysia's most popular medium of cashless payments. Customer satisfaction is a result of many factors, and the indication of a business' performance. It is the measure of a company's ability to meet and exceed customer expectation towards its products and services offered. Therefore, this paper aims to uncover the factors which influence the satisfaction of Touch N Go's customers which could directly relate to having long-term customers. These findings aim to serve as a guide and indication of how customer satisfaction is affected.

**Keywords: Customer Satisfaction, Digital Wallet, Touch N Go, Performance, Long-term Customers**

## **Are You Satisfied With Shopee? A Study of Customer Satisfaction Towards Shopee**

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### **ABSTRACT**

Shopee is an e-commerce business that was launched in 2015. As of 2021, Shopee is regarded as Southeast Asia's largest e-commerce platform. In just a few years, Shopee has leveraged its strong competitive advantage to aggressively expand its presence in Southeast Asia and achieve a leading position in the highly competitive e-commerce space. In terms of total time spent in app and monthly active users, Shopee app is constantly ranked at the top app in shopping category in Southeast Asia. This study seeks to find out how Shopee provides satisfactory services to the customers. Data were collected using a questionnaire. 150 respondents participated in the survey through Google form. The findings demonstrated that most customers are satisfied with Shopee due to its high efficiency services. Recommendations and consequences were discussed. This study has brought valuable feedback and insights from Shopee's customers, enabling Shopee to identify shortcomings and provide better services to customers in the future to improve customer satisfaction.

**Keywords: largest e-commerce, Southeast Asia, customer satisfaction, questionnaire data collection, and better service to the customers**

## **Strategies Implemented by Mcdonald's to Fulfill Customers' Demand Around Asia**

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### **ABSTRACT**

One of the most well-known fast food chains, McDonald's, started back in the year 1940 in San Bernardino, California. The company's success was not only limited to the locals but also around the world such as in Asia. It is due to them being able to implement strategies that will definitely fulfill customers' demand around Asia. McDonald's customize their menus based on the culture and demand of each Asian country. For example, in Indonesia we have additional menus that cater towards the locals such as "Nasi Uduk". Meanwhile, other countries such as Malaysia have options like "Nasi Lemak". Promotional items are a bit different as well, such as the current Korean food style that McDonald's offers. In Indonesia, McDonald's Korean spicy chicken is being offered but not the variant that is available in other Asian countries. As to support this research, a questionnaire will be created to support the research on how McDonald's managed to fulfill customers' demand especially around Asia. From this survey, it will provide a lot more information in the perspective of general view.

**Keywords: Asia, Culture, Customize Menus, Customer Demands, Mcdonald's, Strategies**

## **How Apple Manipulated our Brain: a Case Study on the Brand Loyalty of the World's Most Valuable Brand**

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### **ABSTRACT**

Apple managed to build a massive fan base and a strong brand loyalty over the last decade. In January 2022, Apple became the first most valuable publicly traded company to ever reach \$3 trillion worth. The aim of this paper is to examine how Apple creates the brand loyalty that made them the most valuable brand in the world. Our research consists of primary and secondary data that was collected through several resources physically and online and an online questionnaire to collect data and information from 150 respondents from Malaysia. The findings indicated that perceived value, strong product engagement, unique brand positioning, word of mouth marketing and social identity theory are major contributors on creating loyal customers to their brand. Recommendations and implications were discussed.

**Keywords: Brand Loyalty, Perceived Value, Strong Product Engagement, Unique Brand Positioning, Word Of Mouth Marketing, Social Identity Theory.**

## **The Influence of Customer Satisfaction, brand trust and Brand Loyalty on Purchase Intention: A Study of McDonald in Malaysia**

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### **ABSTRACT**

Customer satisfaction is crucial to the success of any business. It has been researched in business and marketing since the 1970s. When customers are satisfied, brand loyalty is immediately involved. As a result, brand loyalty has received a lot of attention in recent decades. McDonald's is the world's leading fast service restaurant, with over 36,000 outlets worldwide and more than 70 million customers served daily in more than 100 countries. McDonald's serves over 13.5 million consumers every month in over 320 outlets across Malaysia. The company's performance is inextricably linked to its high degree of customer satisfaction and brand loyalty. This paper aims to examine customer satisfaction and brand loyalty may influence the purchase intention of McDonald in Malaysia. We applied SPSS to test hypotheses, and 150 McDonald's customers participated in an online survey via a Google form. The findings reveal that customer satisfaction and brand loyalty influence McDonald's customers purchasing intentions. Recommendations and implications were discussed.

**Keywords: Customer Satisfaction, brand trust, Brand Loyalty, Purchase Intention, McDonald**

## **How Advertisement Influences the Consumer Behavior: A Study of Shopee**

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### **ABSTRACT**

E-commerce has a better grasp on the business field nowadays. Digital business platform appeared as the latest wave of e-commerce due to the previous two years of Movement Control Order (MCO) fighting the Covid-19 viruses. People now prefer to utilize digital platforms such as Shopee as the effortless shopping alternative. Advertising mechanism through digital platforms is more alluring and convincing people to buy as it simplifies the process for both producers and consumers. Of all the digital platforms available in the market, Shopee leads the way. The study was conducted to analyze how advertisements in Shopee influence consumer buying behavior. To explore the study, a primary and secondary data is collected and a digital survey is conducted. From the collected data, the result indicates that advertisements influence consumer behavior based on the increasing trend of sales, consumers trust and new products enter the market.



## **Contributing Factors to Customers Loyalty in Gadgets: A Study on Apple**

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### **ABSTRACT**

With technological advancement and the development of the fourth industrial revolution, Apple is a well-known technology company worldwide and the most valuable brands in 2020. Apple Inc. creates, manufactures, and sells mobile communication and media devices, personal computers, and portable digital music players. iPhones, iPads, Macs, and iPods are gadgets made by Apple. Apple has a unique feature like airdrop and always has up to date systems. In Malaysia, most students in universities love to use Apple gadgets for their studies. This paper examines why most students choose Apple gadgets in their daily life. This paper will also look at product quality, service quality and customer satisfaction that have an influence on customers' loyalty to using Apple gadgets. The data are collected through observing and spreading a survey to the students in Malaysia. The analysis technique used in this paper compares the theory with observing and survey results

**Keywords: Customer Loyalty, Apple, Gadgets, Quality, Valuable**

## **Shopee: How does Affiliate Marketing Affect Shopee Sales**

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### **ABSTRACT**

Founded in 2015, Shopee now has become the top ecommerce platform in Southeast Asia by the market value of its shares and total assets. Given that shopee is a platform that provides customers with an easy,secure and fast online shopping experience through strong payment and fulfillment support, their marketing and customer satisfaction are important as they drive a company's revenues. The aim of this research is to identify the 4 types of affiliate marketing channels to make buying decisions (Coupon and cashback platform, price comparison platform, content publisher and influencers).This study identifies the relationship between the independent variables (relationship marketing, service quality, price of services, corporate image, perceived value and customer satisfaction) and the dependent variables (long- term relationships between Shopee' sales and its affiliate marketing). The data was collected from 100 Shopee customers through the online survey. This paper will explore the contribution relationship marketing, service quality, price of services, corporate image, perceived value and customer satisfaction has on Shopee's long- term relationship with its sales revenues and to better understand its correlations.

**Keywords: Affiliate Marketing**

## **Does Mcdonald's Cross Culture Strategy Successful in Attracting Customer Loyalty?**

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### **ABSTRACT**

McDonald's is the world's largest multinational fast food restaurant chain by revenue that started back in the year 1940 in San Bernardino, California. McDonald's is one of the leading brands in the fast-food industry as the company name is known globally to most age groups with a wide range of target demographics. The success of this company is not only limited to Americans but also around the world such as in Asia. To cater to the differences in culture, McDonald's brings a local flavor to different countries with a region-specific menu item. For instance, in Malaysia, McDonald's adapts to the local cuisine, which is Nasi. In Indonesia, McDonald's adapted local menus and has Nasi Uduk as an additional menu item. Meanwhile in India, since most people do not prefer to eat meat McDonald's offered different options for burgers such as McAloo Tikki Burger. The purpose of this study is to examine if McDonald's Cross-Cultural strategies in Malaysia, Indonesia, and India help in attracting local customers' loyalty. As to support this research, a questionnaire will be created to support the research on whether McDonald's Cross Culture Strategy Successful in Attracting Customer Loyalty especially around Asia. From this survey, it will provide a lot more information in the perspective of general view.

**Keywords: Asia, Culture, McDonald's, Strategies, Customer loyalty, customer demands, Customize menus, Globalization**

## **Investigating the Factors That Affect Sleep Quality of University Students in Malaysia, India and Indonesia**

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### **ABSTRACT**

Sleep is a physiological and psychological process that people must experience in their daily life. It plays an irreplaceable role in people's physical and mental health. For college students, whose bodies and minds are constantly improving, sleep is particularly important for their development. However, today's college students are faced with various social problems such as study pressure, employment pressure, and interpersonal relationship and so on. These complicated problems have caused a certain impact on their sleep. When some college students have sleep problems, sleep problems are no longer an individual problem but a social group problem. This paper is based on research on sleep quality, from the study of university students in multiple countries (Malaysia, India and Indonesia), hoping to analyze the sleep quality of college students in different regions to find out the relevant factors affecting the sleep quality of college students. The research will collect data from the college students who have disturbance of sleep through a questionnaire survey.

**Keywords: College Students, Physical and Mental Health, Sleep Disorder, Social Factors, Sleep Quality.**

## **The Influence of Academic Stress on Academic Performance among University Students**

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### **ABSTRACT**

Stress can be broadly defined as the response of the body when one cannot adapt to a situation when they feel under pressure or tension. This may affect students' lives and have a significant impact on their academic performance. Moreover, the study took place at universities in Malaysia and Indonesia. Data collection using random sampling method (or stratified sampling method), 200 students were involved in this study. Questionnaires consisting of the Perceived Stress Scale and Student Life Satisfaction Scale were used to collect data for this study. The purpose of this study was to determine the relationship between stress and academic performance among university students. This data was measured using descriptive statistical techniques, analysis of the factors that cause stress, chi-square test, and the multivariate analysis of covariance (MANCOVA) model. Previous research has shown that medical students generally have high levels of stress and life dissatisfaction. This is the background of our study. From the data that has been tested, researchers suggest that the level of stress and life satisfaction among university students is different. Students with high grades have lower stress levels than students who do not, as well as the majors they take, the stress level, and life satisfaction of students majoring in Management and students majoring in Medicine are different.

**Keywords: Stress, Academic Performance, University Student**

## **Factors Affecting Consumer Buying Behaviour: A study of Nike**

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### **ABSTRACT**

Nike is the largest sports apparel company in the world, and Nike is best known for its footwear, apparel and equipment. This paper aims to identify the factors that affect consumers buying Nike's products. In this study, our independent variables are psychological factors, social factors, cultural factors, personal factors, and economic factors while our dependent variable is customer buying behaviour. This study identifies the relationship between independent and dependent variables and understands which factor drives the consumer buying behaviour of Nike shoes. Our survey target audience is people who purchase Nike's products before. A total of 150 participants participated in the online survey via Google Forms. After collecting data, we will use the collected data to do the coefficient of correlation between the independent variables and dependent variables and regression analysis by using IBM SPSS. This paper will explore the influence of psychological, social, cultural, personal, and economic factors towards consumer buying behaviour of Nike's products and better understand its correlations.

**Keywords: Nike, Psychological Factors, Social Factors, Cultural Factors, Personal Factors, Economic Factors, Consumer Buying Behaviour**

## **Take KFC as an Example, Compare the Differences in Marketing Strategies in China and Malaysia and Analyze Why**

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### **ABSTRACT**

With the advent of the era of global economy, more and more multinational enterprises go abroad and enter the other end of the earth or another continent for development. The counterpart of globalization is localization, they are like a pair of Li Sheng brothers cannot be separated. KFC is an American fast food company. In the United States, the number of McDonald's restaurants is much more than KFC, but when it comes to China, both the number of stores and the turnover are far ahead of McDonald's in China. Why is KFC so successful in China? The most important secret is that KFC has implemented a localized operation strategy suitable for the Chinese market. This paper aims to compare the marketing strategies of KFC in China and Malaysia, and find out the different marketing strategies of KFC in China and Malaysia by using the 4P principle of marketing. Then, starting from the differences, find out the reasons for the differences, discuss and summarize, hoping to provide reference for more brands going abroad.

**Keywords: KFC China and Malaysia Marketing Strategies Comparison**

## **Drone Food Delivery: A Prominent Rollout**

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### **ABSTRACT**

Food delivery services immediately became a boom when the Covid-19 pandemic hit the world. It has become even more ubiquitous post-pandemic, as consumers realize the convenience of food delivery service. In today's past-faced era, technological advancements led to a revolution in food delivery service, whereby drones can be utilized as food runners. However, drone technology utilization for food delivery is still at its infancy, whereby its feasibility, regulations and operational requirements are still being constructed and defined. The objective of this paper is to study consumers' attitude and behavioral intention to adopt drone technology in terms of food delivery. By applying Technology Acceptance Model as part of the research framework, the independent variables that will be tested are perceived ease of use, perceived usefulness, product processing innovativeness, information processing innovativeness and environmental conscience.

**Keywords: Drone Food Delivery, Product Processing Innovativeness, Information Processing Innovativeness, Environmental Conscience, Behavioral Intention**



## **How Online Shopping on Shopee Platform Affects The Consumer Behavior in Malaysia: An Exploratory Survey**

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### **ABSTRACT**

Online shopping has gradually become a new normal for Malaysians since Malaysia entered the transition to the endemic phase of the Covid-19 pandemic on April 1, 2020. Despite no lockdown in Malaysia, going to crowded markets still makes people feel anxious and time-consuming. Shopee is one of the platforms that Malaysians use for online shopping. This survey will examine the customers' current and future plans to use online shopping services. Furthermore, this paper will investigate whether perceived usefulness, social influence, convenience, information security and privacy, ease of use, enjoyment and attitude influence customer behavioral intention toward online shopping services, and whether attitude mediates this relationship. In order to conduct the investigation, 150 respondents participated in the online survey via a google form and SPSS will be used to assess the hypothesis. The findings show that perceived usefulness, social influence, convenience, information security and privacy, ease of use, enjoyment and attitude influence customer behavioral intention is mediated by attitude. Thus, the recommendations and consequences were presented in this paper.

**Keywords: Perceived Usefulness, Social Influence, Convenience, Information Security and Privacy, Ease of Use, Enjoyment, Attitude, Behavioral Intention**

## **Smashable Brand Sense: Coca Cola**

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### **ABSTRACT**

Regarding branding, we can combine some of the ideas of world marketing guru Martin Lindstrom in his book "Sensory Branding" to take a three-dimensional view of the brand's road to completion. There is a point of view in the book called "five senses brand", which means that a great brand should work together in the five directions of audio-visual, taste, smell and touch to comprehensively build a three-dimensional brand in the minds of consumers. This statement is almost the main tone of Coca-Cola's brand operation. Looking at the brand operation history of many brands with a market value of more than \$200 billion in history, the five-factor perspective can well explain the secret of brand expansion. For successful brand operations, product details have long been deeply rooted in people's minds, such as Coca-Cola's red drink cans. They keep the details of the product firmly in the consumer's perception of these concepts.

**Keywords: Fragmented Marketing, Occupy the Minds of Consumers, Successful Brand Marketing.**

## **The Impact of Customer Satisfaction on Customer Loyalty: A Shopee Malaysia Case Study**

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### **ABSTRACT**

Shopee was considered the largest e-commerce platform in Southeast Asia in 2021 by their gross goods value, total monthly visitors and total order. The impact of Covid-19 made many customers shift their shopping style to online shopping. As a marketplace, Shopee faces a number of competitors. To face the global competition with the advancement of the internet then Shopee participate in the promotion and dissemination of product information sold. Shopee has expanded aggressively across the Southeast Asian region over the last few years. Its successful business expansion is likely attributed to its profound competitive advantages. Especially in Malaysia, almost half the seller's uses Shopee as their only business channel in the e-commerce community. Sellers can also promote the goods being sold by using live broadcasts on Shopee. With a live broadcast, buyers and sellers can ask and answer questions about the products being sold. This study aims to examine the primary factors influencing customer satisfaction towards using Shopee for online purchasing in Malaysia. A survey questionnaire was used for data collection.

**Keywords: Customer Satisfaction, E-Commerce, Loyalty, Online Purchasing, Shopee Malaysia**

## **Factors Affecting Customer Satisfaction Towards AirAsia**

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### **ABSTRACT**

The airline industry has driven the global economy by serving the tourism sector and also international business, especially in the pre-pandemic. As the airline industry is making a gradual recovery, the competition among the airline corporations in Malaysia such as AirAsia, Malindo Air, Firefly and others will be undoubtedly stiff. Airline corporations would always be focusing on customers' needs which mainly contribute to the sustainable development of the firm. This research was conducted to investigate the factors affecting consumers' satisfaction towards the airline industry and the organisation being investigated is AirAsia. The data was collected from 100 AirAsia customers through an online survey via Google Form. This paper will analyse the factors using descriptive statistics and inferential statistics. The finding revealed that service quality could directly affect consumers' satisfaction. Hence, recommendations for AirAsia to sustain its customers are provided.

**Keywords: Airasia, Customer, Factors, Recommendation, Satisfaction.**

## **A Study of Youth's Mental Health in Malaysia, Indonesia and India**

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### **ABSTRACT**

This study intends to investigate the relationship between stress, depression, anxiety, and suicidal ideation as well as the function of these factors in predicting suicidal ideation among youths in Malaysia, Indonesia and India. To construct a variety of survey questions and collect quantitative data for this study from Malaysian youths, Indonesian youths, and India youths it was necessary to decide on the study's target population, which included young children, teens, and adults between the ages of 17 and 35. The study concluded that stress, depression, and anxiety have significantly positive relationship with suicide among youths. The present study's objective is to examine suicide behavior effect, stress symptoms, depression symptoms and anxiety symptoms. The study also aims to test the facilitating behaviors of stress symptoms on suicide relationship, depression symptoms and anxiety symptoms. The findings of the present research can contribute to the decrease of suicide cases especially among youths in Malaysia, Indonesia, and India.

**Keywords: Stress, Anxiety, Depression, Suicide, Youths**

## **Sustainability on Technology Usage for Business on SME's: Evidence from East Java, Indonesia**

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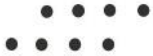
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### **ABSTRACT**

Along with technological developments, internet use in Indonesia continues to increase. However, the internet is more widely used for social media than business. Hence, the adoption of technology for entrepreneurs is something familiar, but the consistency of its use for business activities still needs to be improved. Therefore, this study aims to identify factors that influence the consistency of the use of digital technology for business in MSMEs. This study employed the Treatment Effect analysis method with MSME respondents in Malang Regency, East Java. The results of this study indicate that the consistency of technology used by MSMEs is influenced by the ability to adopt digitalization for business, the availability of internet access, partnerships and business turnover. Conversely, business turnover is also influenced by the consistency of technology use, length of business, number of employees, marketing reach, and organization. Therefore, MSMEs should be able to produce products with high value-added and are competitive so that the contribution of turnover increases and increase the use of digital technology to support business which will also contribute to increasing business turnover.

**Keywords: Technology Usage, Digitalization for Business, MSME's Sustainability**



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