

PROCEEDINGS OF 2024 ICOI THE INTERNATIONAL CONFERENCE OF ORGANIZATIONAL INNOVATION

July, 23 – 25 2024

Editor

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1. International Association of Organizational Innovation, USA
2. Hoa Sen University, Ho Chi Minh City, Vietnam
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12. Taru Publication, India



**WELCOME TO THE INTERNATIONAL
CONFERENCE ON ORGANIZATIONAL
INNOVATION, HO CHI MINH CITY, VI-
ETNAM, JULY 2024**

On behalf of the International Association of Organizational Innovation, I welcome you to the 2024 International Conference on Organizational Innovation. This conference promises to be the largest ever!

It is an honor and a pleasure for me to be in this historic city of Ho Chi Minh City. I am looking forward to interacting with all of you distinguished scholars and business men & women at this conference! And I am eager to explore Vietnam.

The International Association of Organizational Innovation has made great progress in the last few years! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. Both of these activities continue to grow. As a presenter at this conference you are automatically included as a member of the Association.

Besides welcoming you to this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal. Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal.

I would like to thank all of the people who worked very hard to organize this Conference. I know the effort that they had to use in getting this conference together. I especially thank Hoa Sen University and their representatives here for hosting our conference. I would also like to thank my colleague Dr. Chieh-Jen Shieh for his hard work coordinating with Hoa Sen University for the planning and delivery of this conference.

I look forward to meeting you all and working with you over the next few days. For those of you who have published in the Journal or serve as an Assistant Editor, please come up and introduce yourself to me.

Dr. Frederick Dembowski, President,
The International Association of Organizational Innovation
drfdembowski@aol.com

FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2024 ICOI- the International Conference on organizational Innovation in beautiful city, Ho Chi Minh City, Vietnam. The conference will take place during July, 23 to 25; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2024 ICOI Conference has been established on a global basis. We have received 201 submissions from many countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 134 papers are accepted for presentation in the conference. Researchers of all four continents of the world, Asia, Europe, America, and Australia, attend the meeting. Accepted papers are scheduled for presentation in 22 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2024ICOI Conference for their precious time and expertise.

The Grand opening ceremony provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers. Furthermore, all participants are invited to attend the series of social functions that will be held in the Hoa Sen University, Ho Chi Minh City, Vietnam.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, the keynote speakers and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Ho Chi Minh City, Vietnam.

Assoc. Prof. Dr. Vo Thi Ngoc Thuy

President of Hoa Sen University, Ho Chi Minh City, Vietnam

2024 ICOI, Honorable Conference Chair

<https://www.hoasen.edu.vn>

E-mail: thuy.vothingoc@hoasen.edu.vn

FOREWORD

Welcome to the 15th International Conference of Organizational Innovation (2024 ICOI, Ho Chi Minh City, Vietnam)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 15th ICOI Annual Conference 2024 in Ho Chi Minh City, Vietnam. Our previous 14 conferences in South Korea, China, Thailand, Malaysia, Indonesia, Japan, and Thailand were a resounding success, and on this positive note, we continue the primary activity of our esteemed association. We had a break for a few years due to the COVID pandemic, but we are back with full spirit and enthusiasm. A special word of appreciation to our Conference Chair, Professor Charles Shieh, Dr Sri Gunawan and Mr T. Aria Auliandri for their efforts in organizing the conference. Also, our gratitude to Professors Vo Thi Ngoc Thuy and Phing Thai Minh Trang, as well as our hosts from **Hoa Sen University** in beautiful HCMC. We also extend our appreciation to Vickie and Minnie and their team for endless hours and dedication to back-office activities. We also thank our annual sponsors for their valued contributions, identified by their logos in the conference materials and proceedings.

We are fortunate to remind all delegates of our organisation's journal publication, The International Journal of Organizational Innovation (IJOI), under the dedicated editorship of our IAOI President, Dr Frederick. L. Dembowski. This year selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals.

This year we had in excess of 201 paper submissions, with 134 accepted papers in the Conference proceedings. We are expecting in excess of 170 participants this year. These will be delivered over the next 2/3 days over 22 sessions. Please consult the proceedings and timetable for the themed and parallel presentation sessions, including keynote presentations from special guests. We would also like to take this opportunity to thank track chairs and paper reviewers, who put in endless hours reviewing papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. And if you ever visit Australia, please visit us at The La Trobe Business School in Melbourne. Last but certainly not least, please unwind, relax, and take some time out during the networking functions organised by our hosts.

Professor Alex Maritz

Vice President: The International Association of Organizational Innovation
Professor of Entrepreneurship
La Trobe Business School, La Trobe University: Melbourne, Australia
a.maritz@latrobe.edu.au



FOREWORD



It is my great pleasure to welcome you all in the 2024 International Conference of Organizational Innovation (ICOI) in Ho Chi Minh City, Vietnam. I would like to deliver my sincere thanks to the working team from Hoa Sen University, Ho Chi Minh City, Vietnam for their enormous contribution towards the detailed arrangement of this conference.

I also want to thank the kind support of Sponsor Institutes: International Association of Organizational Innovation (IAOI), USA; Forum Manajemen Indonesia (FMI); Suan Sunandha Ra Hoa Sen University, Ho Chi Minh City, Vietnam; and Co-Sponsor Institutes: Airlangga University, Indonesia; I-Shou University, Taiwan. Universities Airlangga, Indonesia. Decision Sciences and Innovation (DSI) Dept. Ramon V. del Rosario College of Business, De La Salle University, Manila, Philippines. La Trobe University, Australia. Universitas Lambung Mangkurat Indonesia, Universitas Palangka Raya, Indonesia, Universitas Dhyana Pura, Indonesia, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Perbanas Institute Jakarta, Indonesia, STIEI Banjarmasin, Indonesia, HR24/7 communication hub Indonesia and Taru Publication, India.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Sincerely,

Sri Gunawan, DBA.

Conference Chair – ICOI 2024 Vietnam

President – Forum Manajemen Indonesia (FMI)

Faculty Member – Universitas Airlangga, Department of Management

FOREWORD



It is my great pleasure to welcome you to 2024 ICOI the International Conference on Organizational Innovation and to the beautiful city of life – Ho Chi Minh City, Vietnam. The conference will take place during July, 23 to 25; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2024 ICOI Conference has been established on a global basis. We have received 201 submissions and each submission was peer-reviewed by at least two anonymous reviewers and a total of 134 papers are accepted for presentation in the conference.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint 2024ICOI conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Ho Chi Minh City, Thailand.

Prof. Dr. Bal Kishan Dass,

Former Professor of Mathematics, University of Delhi, India

2024ICOI Conference chair

E-mail: bkdass@tarupublications.com

FOREWORD



Dr. Engelberg has been Master of a University College in Sydney, Australia; Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia; taught at Clarke University and Derby University, England; and consulted to the World Bank, UNICEF, IBM, Microsoft and Intel.

He is currently on the faculty of the Schwartz Program in Nonprofit Management, School of Social Work and Social Welfare and the Nonprofit Management and Leadership program at the Rothberg International School, both at the Hebrew University,

as well as being a senior faculty member at Ono Academic College, Jerusalem and a Visiting Professor at the Business School, University of Bologna, Italy.

He has his own consulting practice with clients in the private, public and nonprofit sectors.

Dr. Engelberg has published widely and run executive workshops in Latin America, Europe, Great Britain and the USA

Dr. Sydney Engelberg

Email: sydneye@hotmail.com

FOREWORD



Welcome to the 2024 ICOI the International Conference on Organizational Innovation. The aim of the 2024 ICOI Conference is to serve as a forum for scholars of the business, education and information disciplines.

This ICOI conference, being one of the largest academic meetings ever held in Ho Chi Minh City, will be a grand gala of growing trend of international meeting. We hope this conference will provide all the global family of industry and engineering professionals in the area of Industrial globalization and Technology Innovation with a meeting to share and exchange research interests and applications.

The 2024 ICOI Conference has been established on a global basis. We have received 201 submissions from all five continents of the world, Asia, Europe, America, and Australia attend the meeting.

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 134 papers are accepted for presentation in the conference. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2024 ICOI Conference for their precious time and expertise. We hope you enjoy this conference in Ho Chi Minh City.

Dr. Phung Thai Minh Trang

Dean of Faculty of Finance - Banking

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ACKNOWLEDGES



The 2024ICOI- International Conference on Organizational Innovation was held at Hoa Sen University, Ho Chi Minh City, Vietnam is the wealth of cultural landmarks and attractions in addition to its notorious entertainment venues has made it synonymous with exoticism. Its historic wealth coincides with its rapid modernization, reflected in the cityscape and the urban society. 2024 ICOI brings together the best of this city at Hoa Sen University to present and have academic discussion. This 2024ICOI conference particularly encourages the interaction of research scholars and developing academics exchange.

Both full oral and posting papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 134 papers were accepted for oral and poster presentation at 2024ICOI. These papers were presented in a single track of 22 sessions spanning two and half days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 3 invited keynote address: Dr. Sydney Engelberg at Hebrew University, Jerusalem and Dr. Jaitip Nasongkhla in the college of education at chulalongkorn university, Bangkok, Thailand were given. I also thank all authors and participants for their contributions

The 2024 ICOI cannot be successful without the full support from many institutes. I would like to thank International Association of Organizational Innovation, USA; Forum Manajemen Indonesia (FMI); I-Shou University, Taiwan; Universities Airlangga, Indonesia; Decision Sciences and Innovation (DSI) Dept. Ramon V. del Rosario College of Business, De La Salle University, Manila, Philippines; La Trobe University, Australia; Universitas Lambung Mangkurat Indonesia; Universitas Palangka Raya, Indonesia, Universitas Dhyana Pura, Indonesia, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia; Perbanas Institute Jakarta, Indonesia; STIEI Banjarmasin, Indonesia; HR24/7 communication hub Indonesia and Taru Publication, India. I look forward to seeing all of you, presenters and audience; I also hope you enjoy this conference and this city, Ho Chi Minh, a wonderful and charming place.

Prof. Dr. Charles Shieh

International Association of Organizational Innovation

2024ICOI, Executive Director

E-mail: charles@iaoiusa.org



2024 ICOI ORGANIZATION LISTING

Honorable Conference Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
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Dr. Sri Gunawan	University Airlangga and President of FMI, Surabaya, Indonesia
Conference Chairs	
Dr. Phung Thai Minh Trang	Dean of Faculty of Finance – Banking, Hoa Sen University, Ho Chi Minh City, Vietnam
Dr. Fernando Cardoso de Sousa	Founder and director of the Marketing Research Office (GAIM) and the Portuguese Creativity and innovation Association (APGICO)
Dr. Bal Kishan Dass,	Former professor in department of Mathematics, University of Delhi, India
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Ms. Hsin-Ming Hsieh	Department of Management & Marketing, La Trobe University, Australia
Dr. Kuan- Hung Chen	College of Tourism and Geography, Shaoguan University, Shaoguan China
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Dr. Yi-Hsien Lin	Department Of Creative Product Design. I-Shou University, Taiwan,
Prof. Wen-Hwa Cheng	Department of Multimedia Design, National Formosa University. Taiwan

2024 The International Conference on Organizational Innovation Agenda

DATE : July, 23 2024, Tuesday

LOCATION : Hoa Sen University, Ho Chi Minh, Vietnam

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	REGISTRATION	903 Level 9
09 : 00 – 10 : 00	Conference Host : Ms. Minnie Hsieh: La Trobe Business school, La Trobe University Australia Conference Grand Opening Speech : 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Assoc. Prof. Dr. Vo Thi Ngoc Thuy, President of Hoa Sen University, Ho Chi Minh, Vietnam Honored VIP Speech : 1. Dr. Nishu Ayedee/ Founder & CEO at Confab 360 Degree, Delhi, India 2. Prof. Anuj Kumar/ Associate Professor and Research Head, Rushford Business School, Switzerland. 3. Dr. Pranav Dass, Shyam Lal College, University of Delhi, Delhi, India 4. Prof. Dr. Ong, Harvey, De La Salle University, Manila, Philippines 5. Prof. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 6. Prof. Dr. Petr Gurný, VŠB-TU Ostrava, Czech Republic 7. Prof. Dr. Alex Maritz: La Trobe Business School, La Trobe University, Australia 8. Prof. Dr. Bal Kishan Dass, Department of Mathematics, University of Delhi, India 9. Prof. Dr. Sri Gunawan, Faculty of Economics and Business, Airlangga University, Surabaya Indonesia 10. Dr. Fernando Cardoso de Sousa, Director of Portuguese Creativity and innovation Association (APGICO).	
10 : 00 – 10 : 30	Tea Time and Academic Exchange	
10 : 30 – 11 : 30	Keynote Presentation (1) Speaker : Dr. Sydney Engelberg, Hebrew University, Jerusalem, Israel Topic: Innovation Leadership: The 5 Characteristics of Innovative Organizational Leaders	903 Level 9
11 : 30 – 12 : 30	Keynote Presentation (2) Speaker : Dr. Jaitip Nasongkhla, Chulalongkorn University, Thailand Topic: Revolutionizing University Networks: Leveraging Digital Twins and Mixed Reality	
12 : 30 – 13 : 30	Lunch	

DATE : July, 23 2024, Tuesday

LOCATION : Room 501

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 1.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA	
	1. 24R - 010: Applying the S-O-R Framework in Online Hotel Bookings: Literature Review	Nguyen Hoang Thien, Vietnam
	2. 24R - 127: Impact of Environmental Concern on Green Purchase Intention: The Role of Green Brand Knowledge	Ni Wayan Eka Mitariani, Indonesia
	3. 24R - 128: Female the Role of Social Media Marketing, Brand Image, and Brand Trust to Purchase Decisions in Customer: Focus on Solaria Restaurant in Jakarta and Kuala Lumpur	Anny Nurbasari, Indonesia
	4. 24R - 143: Analysis of Factors Driving Farmers in Adopting Beef Cattle Business Insurance in South Sulawesi Province, Indonesia	Sitti Nurani Sirajuddin, Indonesia
	5. 24R - 163: The Synergy of Content Marketing and Social Media: Effect on Consumer Purchase Decision in E-Commerce	Nani Fitriani, Indonesia
	6. 24R - 115: Determinants of Management Ecotourism Programs in Bali, Indonesia	I Gusti Bagus Rai Utama, Indonesia
14 : 50 15 : 00	Tea Time	
Session 1.2 15 : 10 16 : 30	Chair : Dr. Fernando Cardoso de Sousa, Director of Portuguese Creativity and innovation Association (APGICO).	
	1. 24R - 072: From Seoul to Jakarta: Exploring the Influence of Hallyu and Masculinity Perceptions on Beauty Norms and Social Acceptance among Indonesian Men across Sexual Orientations	Raden Johnny Hadi Raharjo, Indonesia
	2. 24R - 119: Transformation Digital Supply Chain Management in Agriculture: A Systematic Literature Review	Risna Rahmatul Wajdah, Indonesia
	3. 24R-124: Empowering Local Communities in the Development of the Ibu Kota Nusantara (IKN) to Increase Economy in East Kalimantan	Dermawan Waruwu, Indonesia
	4. 24R - 129: The Role of Balinese Women in Cultural and Economic Sustainability	Yeyen Komalasari, Indonesia
	5. 24R - 133: Purun Bag Crafts: Bridging Rural-Urban Divides Through Value-Added Marketing	Laila Refiana Said, Indonesia
	6. 24R - 169: Factors behind Gamers' in-App Purchase Intentions: A Deep Dive into Perceived Value and User Engagement	Mohammad Adhiya Riswandha, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 502

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 2.1 13 : 30 14 : 50	Chair : Dr. Bal Kishan Dass, University of Delhi, India	
	1. 24R - 084: Exploring the Role of Chip Shortage with the Perception of Management Strategies and Digitalization to the Operational Business Performance of Geely Philippines in the Post-Pandemic Situation	Juliana Marie C. Rebong, Philippines
	2. 24R - 125: Mitigation Strategies for Potential Decreased Civil Servant Performance after Relocation: A Systematic Literature Review	Husnia Sholihatin Amri, Indonesia
	3. 24R - 126: HR Risk Analysis and Employee Performance: Implications for HR Management	Nurul Khaira, Indonesia
	4. 24R - 136: Natural Silk Production Conditions in South Sulawesi Province	Nurul Magfirah Ashar, Indonesia
	5. 24R - 139: Is Work Engagement More Important than Job Satisfaction to Increase Employee Synergy and Performance? Studies at State-Owned Companies in Indonesian	Yayan Hadiyat, Indonesia
	6. 24R - 152: Inclusive Leadership towards Employee Performance In-Role and Extra-Role; With Work Engagement as A Mediation	Anang Dirjo, Indonesia
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Pranav Dass, University of Delhi, India	
	1. 24R - 108: Entrepreneurial Networking Quality to Enhance Successful Co-Creation and MSME's Business Performance	Herning Indriastuti, Indonesia
	2. 24R - 121: The Role of Company Sector on the Impact of Digital Orientation Strategy and Digital Capabilities Mediated by Company Readiness on Digital Innovation	Benny Julius Joesoep, Indonesia
	3. 24R - 116: Is It Impossible for Generation Z to Have A Mindful Consumption Behavior While FOMO?	Alfina, Indonesia
	4. 24R - 162: Foreign Banks and Covid-19 on Bank Stability: Case Study Indonesia	Felisitas Defung, Indonesia
	5. 24R - 193: Navigating Inclusive Waters: Blockchain-Based Insurance Services for Indonesian Fisherfolk through Multi-Stakeholder Approach	Carissa Felicia Fangasadha, Indonesia
	6. 24R - 141: The Impact of Sustainable Tourism from the Point of View of Economic, Socio-Cultural and Environmental Dynamics	Putu Ayu Sita Laksmi, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 503

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 3.1 13 : 30 14 : 50	Chair : Dr. Alex Maritz, La Trobe Business school, Australia	
	1. 24R - 114: Market Value Creation Based on Lifestyle and Social Class in Consumer Behavior in Traditional Markets in Bali	Ni Putu Dyah Krismawintari, Indonesia
	2. 24R - 117: Marketing Communication Analysis of Instagram Taraju Tourism Village: The Real Experience of West Java	Daniel Hermawan, Indonesia
	3. 24R - 156: Influence of Organizational Image with Mediation Innovativeness on Service Performance (Case Study on SAMSAT in Central Kalimantan)	Robert Coven, Indonesia
	4. 24R - 161: Customer Behavior on Mobile Banking Adoption-A Segmentation Study	Ellen Theresia Sihotang, Indonesia
	5. 24R - 171: The Influence of the Components of Entrepreneurial Ecosystem on Overoptimism	Arthur Tunggul Siahaan, Indonesia
	6. 24R - 191: The Impact of Management Knowledge Capability on Organizational Performance with Innovation as a Mediator	Titik Kusmantini, Indonesia
	7. 24R - 201: Organizational Culture, Intrinsic Motivation, and Job Satisfaction: What Impact do they have on Knowledge Sharing?	Epsilandri Septyarini, Indonesia
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Benedicta Evienia Prabawanti S.E., M.M., Universitas Katolik Atma Jaya, Jakarta, Indonesia	
	1. 24R - 142: Analysis Using Internal Factor Evaluation Matrix Case Study at Nat Café & Resto, Bekasi	Benedicta Evienia Prabawanti, Indonesia
	2. 24R - 013: The Impact of Social Media Content Quality on Brand Awareness and Purchase Intention for OCOP Products Among Consumers in Ho Chi Minh City	Nguyen Thanh Ngan, Vietnam
	3. 24R - 014: Apply the Theory of Reasoned Action and Theory of Planned Behavior Frameworks in Research on Consumer Behavioral Intentions towards Local Fashion Brands in Vietnam	Doan Anh Tai, Vietnam
	4. 24R - 112: Behavioural Differences of Generation Y and Z Groups in Online Shopping	Mutia Tri Satya, Indonesia
	5. 24R - 134: Analysis of Quality Control for Furniture Production Using Pareto Diagram and Fishbone Diagram at PT. SKM Jati	Sri Gunawan, Indonesia
	6. 24R - 135: The Analysis of Credit Application for SMEs Using Business Process Improvement (BPI)	Tuwanku Aria Auliandri, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 504

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 4.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic	Tran Hung Dao Vietnam
	1. 24R - 005: Exploring the Horizons of Fintech: A Systematic Review of the Existing Literature and Prospects for Future Research	Prashant Kumar Gupta, Vietnam
	2. 24R - 198: Does Uncertainty Drive Herding Behavior in Indonesia Stock Exchange?	Puput Tri Komalasari, Indonesia
	3. 24R - 101: Moderation Effect of Lifestyle on the Relationship between Financial Knowledge and Attitude on Financial Management Behavior among Young Adults	Andewi Rokhmawati, Indonesia
	4. 24R - 105: The Effect of Working Capital Management and Credit Management Policy on Financial Performance of Banking Companies Listed on the Indonesian Stock Exchange in 2019 – 2022	Rania Salsabila, Indonesia
	5. 24R - 106: Analysis of Ramadhan Effect on Fast Moving Consumer Goods (FMCG) Sector Companies in Indonesia Sharia Stock Index 2020-2023	Erly Firdayati Arianti, Indonesia
	6. 24R - 110: Volatility Spillover of Crude Palm Oil (CPO) Commodity between Spot and Futures Market in Indonesia	Abel Gandhi, Indonesia
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 00 16 : 30	Chair : Dr. Petr Gurný, VŠB-TU Ostrava, Czech Republic	Nguyen Dinh Nghia, Vietnam
	1. 24R - 185: Banking Uncertainty, Market Structure, and Credit; Evidence from Asia	Isnurhadi Isnurhadi, Indonesia
	2. 24R - 150: The Model of Stock Pricing Banking Sector on the Indonesia Stock Exchange during the Government of Susilo Bambang Yudhoyono and Joko Widodo	Erna Garnia, Indonesia
	3. 24R - 154: Analysis the Impact of Credit Risk, Liquidity Risk, Management Efficiency on Profitability through Capital in KBMI 4 Banking	Dame Hutapea, Indonesia
	4. 24R - 172: The Effect of Financial Performance on the Share Price of the Largest Bank in Indonesia	Hedwigis Esti Riwayati, Indonesia
	5. 24R - 173: The Effect of Exchange Rate, Interest Rate, and Inflation on Jakarta Composite Index (IHSG) During Covid-19 Pandemic in Indonesia	Riza Zahrotun Nisa, Indonesia
	6. 24R - 194: Can Boycotts Influence the Israel-Palestine Conflict? Examining the Impact on Pro-Israel Companies' Stock Prices in the Food and Beverages Sector	Dyah M. Taurusianingsih, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 505

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 5.1 13 : 30 14 : 50	Chair : Dr. Himanshu Tiwari/ Tirpude Institute of Management Education, India	
	1. 24R - 011: Overview of Research on Tourists' Intention to Revisit Destinations: A Bibliometric Analysis Utilizing the Scopus Database	Nguyen Ngoc Tam, Vietnam
	2. 24R - 051: How Does Customer Online Behavior Influence Community Satisfaction?	Travis K Huang, Taiwan
	3. 24R - 052: Empowering Learners through AR-Based Learning Apps: A Study on Users' Continuance Intention and Learning Outcomes	Yi-Ting Wang, Taiwan
	4. 24R - 092: How Personality Affect Learning Performance on Building Interdisciplinary Team	Kai-Chieh Lin, Taiwan
	5. 24R - 098: Study on the Impact of Computer Game Accessories Design on Players	Ko-Hsun Hsu, Taiwan
	6. 24R - 188: Change Management: Multi-Partnership Collaboration to Green-Socio-Entrepreneurship in the Elephant Wong River Area in DIY	Purbudi Wahyuni, Indonesia
14 : 50 15 : 00	Tea Time	
Session 5.2 15 : 00 16 : 30	Chair : Dr. Ong Harvey, De La Salle University, Manila, Philippines	
	1. 24R-044: Investigation of Army Officers' Willingness on-the-job-learning in an army unit	Tze-Jou Liao, Taiwan
	2. 24R-045: Application of Product Development Using Integrated TRIZ Method	Yen, An-ni, Taiwan
	3. 24R-046: Relationship between leadership cultural characteristics and job performance in military units	Po-Husan Hsieh, Taiwan
	4. 24R-050: A Study of the Effects of university leadership behavior on professional teachers' job satisfaction and intention to stay	Chien-Tang Chang, Taiwan
	5. 24R-054: Identification of Geofluid Origins of Nannofossils in the Mud Volcanoes of Wushanding and Their Applications in the Petroleum Exploration Industry	Chun-Chi Yang, Taiwan
	6. 24R-058: Design and Implementation of an Employee Health Management Information System	Wu, Pi Chi, Taiwan
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 506

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 6.1 13 : 30 14 : 50	Chair : Dr. Yu-Chang Chen, National Taiwan University, Taiwan	
	1. 24R - 103: Analysis of Predatory Pricing and Fixed Pricing in Business Dynamics in Indonesia	Muhammad Soffa Marwa, Indonesia
	2. 24R - 186: Equal Employment Opportunities for Married Women: Journey Towards a More Equal Work Environment in Central Kalimantan Province, Indonesia	Trecy E. Anden, Indonesia
	3. 24R - 149: Profile of Layer Farmers in South Sulawesi Province, Indonesia	Muhammad Alwi Akbar, Indonesia
	4. 24R - 090: The Effect of Education Reform on the Marriage Market: Evidence from India	Tsu-En Wang, USA
	5. 24R - 189: Destination Branding and Government Role: A Case Study of the UNESCO Heritage Site “The Cosmological Axis of Yogyakarta”	Iva Rachmawati, Indonesia
	6. 24R - 195: How do the Fashion Industries make the Supply Chain Design Strategy? A Case Study in Bandung	Katlea Fitriani, Indonesia
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Wan-Li, Wei, Ming Chuan University, Taiwan	
	1. 24R - 077: A Study on the Application of Three-Dimensional Modeling Technology in the Design of Eco-Friendly Lighting Products	Meng - Yin Ho, Taiwan
	2. 24R - 086: A Study on Consumer Perception and Behavior towards Sustainable Fashion Brand Image under the Consumer Value Theory	Chang, Fang -Pang, Taiwan
	3. 24R - 095: Application of Pla Biodegradable Material in Children's Tableware Design	Wen-Chuan Hsieh, Taiwan
	4 24R - 096: Exploring the Innovation and Value of Eco-Friendly Portable Children's Seats	Jia-Zhen Hu, Taiwan
	5. 24R - 094: A Study on the Feasibility of Generative AI in Substituting Visual Design	Wen-Wei Li, Taiwan
	6. 24R - 097: Strategies for Enhancing Audience Engagement in Cultural Exhibition Space Design	Chun-Pin Huang, Taiwan
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 507

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 7.1 13 : 30 14 : 50	Chair : Dr. Mohammed Abu Jahed, Saint Bonaventure University, New York. USA	
	1. 24R - 007: Unveiling How Internal Control Foster Sustainable Green Innovation Ecosystem: Mediating Role of Environment Management Accounting Data Analytics	Pham Quang Huy, Vietnam
	2. 24R - 012: Examining Transformational Leadership: A Thematic and Bibliometric Literature Review	Ho Truc Vi, Vietnam
	3. 24R - 073: Green Behaviors in High-Density Areas: An Exploration of Environmental Awareness during Covid-19	Wiwik Handayani, Indonesia
	4. 24R - 138: Financial Performance Analysis at Microfinance Institutions: Case Study at Regional Business Entities Bogor Regency	Yan Noviar, Indonesia
	5. 24R - 192: The Effect of SHRM on Firm Performance Mediated by Operating Strategy and Entrepreneurial Orientation	Titik Kusmantini, Indonesia
	6. 24R - 042: Supply Chain Digitization, Flexibility, and Agility: A Sequential Mediation Analysis of Supply Chain Performance in the Apparel Industry	Mohammed Abu Jahed, USA
14 : 50 15 : 00	Tea Time	
Session 7.2 15 : 10 16 : 30	Chair : Dr. K.K. Rajendran, Bharathidasan University, South India	
	1. 24R - 023: Beyond Words: Assessing the Effectiveness of an Innovative Speech Program for Learners with Special Needs at E.D.G.E. Learning Center Inc.	Gladilyn Garcia-Dulay, Philippines
	2. 24R - 063: Imaginative Play: A Teaching Strategy for the Socio-Emotional Development among Preschool with Autism Spectrum Disorder	Charito T. Bariuan, Philippines
	3. 24R - 068: An Empirical Study on Students' Perceptions and Academic Outcomes of Discipline-Based Courses versus Interdisciplinary Courses	Pit Ho Patrio Chiu, Hong Kong
	4. 24R - 164: Aligning School Teacher Training and Development with Vision to Improve the Quality of Education in a Rapidly-Changing Environment: A Case Study AZ-Zahra Islamic School	Mohanad Issa Tawalbeh, Indonesia
	5. 24R - 174: The Roles of Prices, Promotions, Service Quality in Enhancing Consumers' Purchase Decision Making on ShopeeFood with E-WOM as Intervening Variable	Ovalia, Indonesia
	6. 24R - 024: Work Motivation of Higher Secondary Teachers.	K.K. Rajendran South India
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 1001

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 8.1 13 : 30 14 : 50	Chair : Dr. Sydney Engelberg, Hebrew University, Jerusalem, Israel	
	1. 24R - 104: Catalyst MSME Competitiveness: Bogor Regency Study	Herman, Indonesia
	2. 24R - 111: Reshaping of Global Shipping Dynamics: Implications for Strategic Resilience Capabilities, Marketing Capabilities, Supply Chain Orientation Capabilities and Port Competitiveness in Indonesia	Rumaji, Indonesia
	3. 24R - 123: Exploring Trends in Work-Family Conflict and Gender Research with A Bibliometric Approach	Made Ika Prastyadewi, Indonesia
	4. 24R - 130: The Influence of Emotional Intelligence on Organizational Citizenship Behavior with Job Satisfaction as Mediating Variable at PT. PLN South and Central Kalimantan	Rano Wijaya, Indonesia
	5. 24R - 022: Can Filipinos Afford To Work Remotely? A Study on the Affordability of Laptops Based on the Salaries and Cost of Living in the Philippines Using Compounding	Jose Pocholo R. Villena V, Philippines
	6. 24R - 147: The Influence of Customer Relationship Management and Promotion from Digital Marketing on Visitor Satisfaction Through Purchase Decisions as Intervening Variables at Matan Andau Agro Tourism Objects in Central Borneo-Indonesia	Vivy Kristinae, Indonesia
14 : 50 15 : 00	Tea Time	
Session 8.2 15 : 10 16 : 30	Chair : Dr. Meiske Claudia. S.E. M.M., Universitas Lambung Mangkurat, Banjarmasin, Indonesia	
	1. 24R - 006: The Key Factors Determine to the Lecturers' Work Motivation	Tran Hoang Minh, Vietnam
	2. 24R - 132: How Workload and Motivation can affect Banjarmasin Land Office Employees' Performance?	Meiske Claudia, Indonesia
	3. 24R - 144: Green Transformational Leadership in Improving In-Role and Extra-Role Performance; Green Human Resource Management as Mediation	Tony Harisinta, Indonesia
	4. 24R- 151: Knowledge-Oriented Leadership and Green Human Resource Management in Improving Green Work Innovative Behavior; With the Mediation Model	Sri Widanarni, Indonesia
	5. 24R - 153: Green HRM and Organizational Culture Mediated by Change Management to Improve Performance PT. Hutan Sawit Lestari in Central Kalimantan, Indonesia	Laden Mering, Indonesia
	6. 24R - 165: Analysis of the Contribution of HRM to the Process of POAC in Improving the Quality of Teachers at SDIT Az Zahra Rantau, Tapin Regency	Maisya Rabban, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 1002

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 9.1 13 : 30 14 : 50	Chair : Dr. I Wayan Ruspindi Junaedi, S.E., M.A., Universitas Dhyana Pura, Bali, Indonesia	
	1. 24R - 060: Customer Experience of Filipino Buffalo Dairy Product Resellers Amid Covid-19	Jyro B. Triviño, Philippines
	2. 24R - 053: Green Transformation and Punishment in Machinery Manufactures Focus on Supply Chain in Taiwan's It Industry	Katsumasa Tanaka, Japan
	3. 4R - 075: Effects of Supply Chain Visibility and Flexibility on Key Account Management Capability	Tun-Chih Kou, Taiwan
	4. 24R-120: Baitul Mal Management in Social and Economic Support for the Aceh Community	I Wayan Ruspindi Junaedi, Indonesia
	5. 24R - 131: Unveiling the Drivers of Halal Logistics: A Comprehensive Literature Review	Dunga Dwi Barinta, Indonesia
	6. 24R - 159: Management Control System and Automation in Indonesian Fintech Company	Antonius Siahaan, Indonesia
14 : 50 15 : 00	Tea Time	
Session 9.2 15 : 10 16 : 30	Chair : Dr. Tifa Noer Amelia, S.E., M.Acc., Perbanas Institute, Jakarta, Indonesia	
	1. 24R - 168: The Hmpsmstore Business Development Experiment: An Online Merchandise and Souvenir Store of Perbanas Institute	Tifa Noer Amelia, Indonesia
	2. 24R - 170: Investigating the Impact of Emotional Attachment to Celebrity Endorser on Endorsed Product Purchase Intention among Celebrity Fans: The Mediating Role of Brand Attractiveness and Quality	Sony Kusumasondjaja, Indonesia
	3. 24R - 176: Analyzing the Impact of Global Commodity Prices on the IDX Energy Index	Muhammad Bayu Aji Sumantri, Indonesia
	4. 24R - 177: The Role of Digital Marketing, Effectuation, and Causation Logic for Accelerating Indonesian Fashion SMEs to be Born-Globals	Novika Candra Astuti, Indonesia
	5. 24R - 184: Chocobytes: Digital Marketing Strategies for Boosting the Local Branding of 'Won.Dis Chocolate'	Yanti Dwi Astuti, Indonesia
	6.24R - 196: Market Orientation and Marketing Capability of SMEs: A Conceptual Framework	Nina Fapari Arif,, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 23 2024, Tuesday

LOCATION : Room 1005

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 10.1 13 : 30 14 : 50	Chair : Dr. Wilson Cordova, De La Salle University, Manila, Philippines	
	1. 24R - 137: The Impact of Cultural Differences on Leadership Styles: A Systematic Literature Review	Zainul Musthofa, Indonesia
	2. 24R - 145: How 'Ethical Leadership and Work Climate' Drive Job Satisfaction: Insights from Banjarmasin's Health Department	Imania Pebrianti, Indonesia
	3. 24R - 146: The Influence of E-Satisfaction, E-Service Quality, E-Trust on Shopee Marketplace Customer E-Loyalty	RR. Yulianti Prihatiningrum, Indonesia
	4. 24R - 148: The Role of Consumer Satisfaction in Mediating the Effect of Service Quality on Souvenir Antik Kapuas Consumer Loyalty in Central Kalimantan Province, Indonesia	Aryawan, Indonesia
	5. 24R - 157: The Role of Transformational Leadership in Improving Innovative Employee Work Behaviour; Organizational Citizenship Behaviours as a Model of Mediation	Roby Sambung, Indonesia
	6. 24R - 158: The Influence of Work Discipline and Work Motivation on Employee Performance at PT. Ketapang Subur Lestari	Erini Junita Sari, Indonesia
	7. 24R - 200: Tourism Visit Decision Determinants in D.I. Yogyakarta	Ambar Lukitaningsih, Indonesia
14 : 50 15 : 00	Tea Time	
Session 10.2 15 : 10 16 : 30	Chair : Dr. Manuel R. Tanpoco, De La Salle University, Manila, Philippines	
	1. 24R - 160: Quality of Work Life and Change Management	Laurentia Verina Halim, Indonesia
	2. 24R - 166: Evaluation of the Goods/Services Procurement Training Implementation at the Goods/Services Procurement Work Unit (UKPBJ) of Tanah Laut Regency	Erini Junita Sari, Indonesia
	3. 24R - 178: The Influence of Cognitive Diversity on Transactive Memory Systems Moderated by Members' Goal Interdependence in Work Teams	Neuneung Ratna Hayati, Indonesia
	4. 24R - 179: How to Cope from a Toxic Leadership: The Case of Public Organizations	Fiona Niska Dinda Nadia, Indonesia
	5. 24R - 183: The Influence of Digital Leadership on Innovation Performance by Mediating Employee Creativity	Mohammad Fakhruddin Mudzakir, Indonesia
	6. 24R - 197: Do Service Robots Improve Customer Satisfaction in Fast Food Restaurants?	Manuel R. Tanpoco, Philippines
17 : 30	Welcoming Dinner	

DATE : July, 24 2024, Wednesday

LOCATION : Room 1002

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 11.1 09 : 00 10 : 30	Chair : Dr. Ching-Jui Keng, National Taipei University of Technology, Taiwan	
	1. 24R - 056: A Study Investigation into Metal Creative Product Design Exploration on Young Designer and Innovation	Yi-Hsien Lin, Taiwan
	2. 24R - 070: Performance Evaluation of Service Quality Implementation by Exhibition Manufacturers Based on Data Envelopment Analysis	Wan-Yu Chang, Taiwan
	3. 24R - 076: An Exploration of Aesthetic and Visual Perception Principles Applying on Product Design in Postmodernism	Wan-Li, Wei, Taiwan
	4. 24R - 087: Factors of Positive Leadership Affecting Optimistic Attitude toward Self-Efficacy in Clinic Staff in Universities	Kuan- Hung Chen, Taiwan
	5. 24R - 071: How Service Recovery of Smart Speaker Impacts Experiential Value in the Social Customer Journey? The Moderation of Product Types	Ching-Jui Keng, Taiwan
	Return	

DATE : July, 24 2024, Wednesday

LOCATION : Room 1003

Hoa Sen University, Ho Chi Minh, Vietnam

Time	Topic of Seminar	Country
Session 11.2 09 : 00 10 : 30	Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan	
	1. 24R - 061: Frequency of Use of SDGS in Entrepreneurship Research	Hiromu Onose, Japan
	2. 24R - 057: A Study of the Application of Smartphone App Ordering Systems in Taiwan's Fast Food Industry	Pei-Jung Yang, Taiwan
	3. 24R - 100: Research on Activity Preferences of Rural Tourism Participants	I-Ying Chang, Taiwan
	4. 24R - 081: A Study on the Healing Effects of Ai-Generated Digital Images	Chi-Hung Lo, Taiwan
	5. 24R - 088: Customer Purchase Intention Based on the Characteristics of Brand Ambassador: A Case Study of Biti's Hunter in Vietnam	Jyh-Rong Chou, Taiwan
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APPLYING THE S-O-R FRAMEWORK IN ONLINE HOTEL BOOKINGS: LITERATURE REVIEW

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Abstract

This study aims to investigate the factors influencing customers' online hotel booking intentions in the post-COVID-19 pandemic context. Drawing on the Stimulus-Organism-Response (S-O-R) framework, the research proposes to measure three stages leading to behavioral intention: the stimulus stage, the organism stage, and the response stage. The findings are expected to provide valuable insights for the hospitality industry to better understand and respond to changing customer behavior in the post-pandemic recovery period. Base on reviewed previous research about S-O-R model and hotel booking intention, this article proposition five independent variables including information quality, perceived interactivity, safety and privacy, price and promotion and electronic word of mount (e-WOM) as stimulus stage. These stimuli are possible to effect to perceived value in organism stage and positive push up Online hotel booking intention. As this research mainly focus on conceptual framework propose, this framework need to be test in more specific context to prove the practical applicable in hospitality industry.

Keywords: *S-O-R model; hotel booking; intention; online booking, e-commerce*

APPLICATION OF PRODUCT DEVELOPMENT USING INTEGRATED TRIZ METHOD

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Abstract

With the advent of the era of food science and local science since the end of the 20th century, this trend of thought has swept across companies around the world. In response to this wave, innovation has become the only way for companies to survive. This study uses TRIZ theory as a research method to explore The essence of creativity, solving technical problems and driving innovation. Establish a complete product design process architecture. First collect product and process data, then understand the manufacturing requirements and design, find out independent functional requirements and design parameters, and design possible product solutions.

Keywords: *axiomatic design, fuzzy axiomatic design, independence axiom, TRIZ, fuzzy information axiom*

A STUDY ON CONSUMER PERCEPTION AND BEHAVIOR TOWARDS SUSTAINABLE FASHION BRAND IMAGE UNDER THE CONSUMER VALUE THEORY

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Abstract

This study aims to investigate consumers' perception and behavior towards sustainable fashion brand image within the framework of Consumer Value Theory. Consumer Value Theory emphasizes that consumers, in their purchasing decision-making process, consider not only the utilitarian value of products but also emotional, social, and environmental values, among other factors. To gain deeper insights into how these values are manifested in sustainable fashion brands, this research seeks to measure the importance consumers attach to different values and their impact on brand image.

The survey results reveal that enhancing aesthetic value in attire, establishing resonance with peers, and enhancing personal image and confidence in social situations are all significant factors for consumers when selecting sustainable fashion brands. Modern consumers are increasingly concerned about whether brands adhere to sustainable development principles, including environmental and health friendliness, waste reduction, resource conservation, and positive environmental impact. These factors not only influence consumers' purchasing decisions but also enhance the brand's reputation and image in the market.

However, through the Importance-Performance Analysis (IPA), this study also identifies areas that require priority improvement, including reducing waste and resource consumption, bringing happiness and positive emotions, and increasing consumer acceptance of innovative products. In summary, this study employs purposive sampling and snowball sampling to comprehensively explore consumer perceptions and behaviors towards sustainable fashion brand image under the framework of consumption value theory, providing important references for brand marketing strategies.

Keywords: Consumer Value Theory ; Sustainable Fashion Brand ; Importance-Performance Analysis (IPA)

ANALYSIS OF PREDATORY PRICING AND FIXED PRICING IN BUSINESS DYNAMICS IN INDONESIA

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Abstract

Predatory pricing is a pricing strategy in which a company lowers the price of its products to a level that may be detrimental to the company itself, with the aim of driving competitors out of the market. Fixed pricing reflects a company's commitment to keep the price of its products at a fixed level or within a certain range for a specified period of time. As competition and demand change, fixed pricing provides stability and consistency in product prices. This study aims (1) to find out the practice of predatory pricing in KPPU Decision Number 03/KPPU-L/2020, and to analyze the concept of approach used by the Business Competition Supervisory Commission Panel in its consideration of deciding fixed pricing cases in KPPU Decision Number 03/KPPU-I/2003. The method used in this research is qualitative. The data sources used in this research are as follows: a) Primary Legal Texts: Legal texts that are authoritative in nature. Judges' decisions, legislative requirements, and official court documents or minutes are some examples of fundamental materials. Based on the data collection and analysis process, this study can be concluded as follows: the importance of understanding competition practices and the use of appropriate approaches in case analysis is emphasized. Predatory pricing practices can damage competition if not recognized and prevented. Similarly, understanding the notion of approaches such as "per se illegal" and "rule of reason" in case analysis can influence the way the Competition Supervisory Commission makes decisions. This is important to maintain fair and healthy competition in the market.

Keyword : *predatory pricing, fixed pricing, business*

IMPACT OF ENVIRONMENTAL CONCERN ON GREEN PURCHASE INTENTION: THE ROLE OF GREEN BRAND KNOWLEDGE

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Abstract

Public attention to environmentally friendly products is currently increasing. Consumers who care about environmental factors and long-term health will be selective in choosing the products they consume. they are more likely to buy environmentally friendly products. This research aims to determine the influence of environmental concern on environmentally friendly purchasing intentions and determine the mediating role of environmentally friendly brand knowledge. The analysis technique used in this research uses SEM-PLS. The number of samples in this research was 180 respondents. Data was collected using a questionnaire consisting of 28 question items. This research found that environmental concern and green brand knowledge directly influence green purchase intention. Environmental concerns can also indirectly influence green purchase intention through green brand knowledge.

Keywords: *environmental concern, green brand knowledge, green purchase intention.*

FEMALE THE ROLE OF SOCIAL MEDIA MARKETING, BRAND IMAGE, AND BRAND TRUST TO PURCHASE DECISIONS IN CUSTOMER: FOCUS ON SOLARIA RESTAURANT IN JAKARTA AND KUALA LUMPUR

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Abstract

This research aims to examine the influence of Social Media Marketing, Brand Image, and Brand Trust on Purchase Decisions of female customers at Solaria restaurants in Jakarta and Kuala Lumpur. A quantitative method with a causal-explanatory approach was employed in this study. The research sample consisted of 228 female consumers of Solaria restaurants selected purposively. Data were collected through questionnaires from February to March 2024. The data analysis method used in this research is Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS 3.0 software. The analysis results indicate a significant influence of Social Media Marketing, Brand Image, and Brand Trust on Purchase Decisions. The practical implications suggest that Solaria can enhance their social media presence, strengthen brand image, and build customer trust to influence purchase decisions. For future researchers, it is recommended to explore moderating variables and continue research with longitudinal and qualitative approaches to deepen the understanding of consumer behavior dynamics.

Keywords: *Social Media Marketing, Brand Image, Brand Trust, Purchase Decisions, Solaria, Female, Jakarta, Kuala Lumpur.*

ANALYSIS OF FACTORS DRIVING FARMERS IN ADOPTING BEEF CATTLE BUSINESS INSURANCE IN SOUTH SULAWESI PROVINCE, INDONESIA

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Abstract

This research aimed to analyze the driving factors for farmers in adopting Cattle Business Insurance in Bone Regency, South Sulawesi Province, Indonesia. This research was carried out in October-December 2023 in Bone Regency. The population in this study was the number of breeders in Kahu District who persisted in adopting Cattle Business Insurance, 34 people, and the number of breeders who had participated in the Cattle Business Insurance program, 34 people, as well as the number of breeders who had never adopted Livestock Business Insurance at all. There were 34 cows, so the total number of respondents was 102 breeders. The data analysis used was the Delphi method and Factor Analysis tools. The results of the research show that the results of the final extraction of the driving factors for farmers in adopting AUTS found 6 variables that followed the analysis process to the end, namely: reducing farmers' concerns in raising livestock (X1), officers being agile in responding to farmers' complaints (X3), affordable premium costs (X5), breeders do not experience difficulties in the registration process (X6), as a risk transfer tool (X7), breeders feel they are given benefits and are grouped into two factors (X8).

Keywords: *Insurance, Cattle, Drivers, Adoption*

THE HMPSMSTORE BUSINESS DEVELOPMENT EXPERIMENT: AN ONLINE MERCHANDISE AND SOUVENIR STORE OF PERBANAS INSTITUTE

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Abstract

HMPSMstore is a 5-star online business established by the Perbanas Institute student association that is located in Jakarta, Indonesia. This business was initiated by a dream to have a university business incubator that needed a big investment to be conducted offline. Then an idea comes as a solution, a business incubator also can be developed online and using an existing e-commerce platform that is already operated in Indonesia. The product development, supplier, distribution and design are managed by students. So they will have experience in entrepreneurship and an agile personality to face future competition after they graduate. HMPSMstore is an official online store of Perbanas Institute for commercial merchandise and souvenirs.

Keywords: *student-preneur, university incubator, business development, merchandise, souvenir*

INVESTIGATING THE IMPACT OF EMOTIONAL ATTACHMENT TO CELEBRITY ENDORSER ON ENDORSED PRODUCT PURCHASE INTENTION AMONG CELEBRITY FANS: THE MEDIATING ROLE OF BRAND ATTRACTIVENESS AND QUALITY

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Abstract

The purpose of this paper is to investigate whether brand attractiveness or product quality mediate the impact of celebrity attachment on fans' purchase intention. An online survey was conducted involving 248 consumers who identified themselves as members of BTS; a K-Pop popular South Korean singing group; but haven't purchased the investigated brand endorsed by the celebrity. Attachment to celebrity was found not to directly affect intention to purchase advertised product. The impact of celebrity attachment on purchase intention was also fully mediated by brand attractiveness and product quality. Interestingly, brand attractiveness has a stronger impact on purchase intention than product quality does. Marketers should consider the use of popular celebrities with a strong connection with their fans when advertising their brands; as emotional bonding with the celebrity helps brands to be considered as attractive and high quality; which in turn can lead to purchase intention.

Keywords: *brand attractiveness, BTS, fans, emotional attachment, perceived brand quality*

ANALYSING THE IMPACT OF GLOBAL COMMODITY PRICES ON THE IDX ENERGY INDEX

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Abstract

This study aims to analyse the influence of global commodity prices on the energy index prices in Indonesia (IDXENERGY). As proxy of the research this research uses world crude oil prices, world gold prices, and world natural gas prices as the variable of global commodities. The research utilizes monthly time series data from January 2021 to December 2023. The ARDL (Autoregressive Distributed Lag) method is employed to model the short-term and long-term relationships between two or more variables. The study finds that, in the short term, world crude oil prices and world gold prices significantly affect the IDXENERGY index, while the world natural gas price variable does not have a significant impact. In the long-term analysis, no variable is found to have a significant influence on the IDXENERGY index.

Keywords: *commodities, energy, index*

THE ROLE OF DIGITAL MARKETING, EFFECTUATION, AND CAUSATION LOGIC FOR ACCELERATING INDONESIAN FASHION SMES TO BE BORN-GLOBALS

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Abstract

There is a lack of comprehensive information about Born Global Firms (BGs) that come from emerging markets. This study seeks to analyze the internationalization process of business groups (BGs) in the fashion industry. Integrating effectuation theory and digital marketing into the field of international entrepreneurship enhances our understanding of how entrepreneurial founders of fashion BGs make decisions and behave in global markets. The research methodology employs a multiple case study approach, specifically targeting fashion firms in Indonesia that specialize in B2C. The current study shows that entrepreneurs followed effectuation principles, such as focusing on available resources, accepting acceptable losses, forming partnerships, adapting to unforeseen circumstances, and embracing an unpredictable future, while starting new initiatives within three years of the company's inception. The findings suggest that Indonesian entrepreneurs in the fashion industry encountered a feeling of ambiguity in the global fashion markets. Utilizing digital marketing channels such as crowdfunding, Google Ads, websites, and electronic word-of-mouth (WOM), fashion SMEs in Indonesia are able to reach global markets early and rapidly, even from the early stages of their establishment. Also, this study enhances our comprehension of the decision-making process of BGs that create opportunities in global markets.

Keywords: *Born Global Firms, Effectuation, Fashion industry, internationalization, Indonesia*

CHOCobyTES: DIGITAL MARKETING STRATEGIES FOR BOOSTING THE LOCAL BRANDING OF 'WON.DIS CHOCOLATE'

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Abstract

This research aims to investigate effective digital marketing strategies for enhancing the local brand of 'Won.Dis Chocolate', which we refer to as ChocoBytes. With the increasing competition in the chocolate industry, appropriate digital marketing strategies can be key to strengthening local brands and expanding market reach. Despite Indonesia being one of the largest global cocoa producers, many local chocolate products still need help competing in the domestic market, particularly in branding and brand visibility. To strengthen local products' market position, this study investigates the potential of digital markets and effective marketing strategies to build a strong brand image for local chocolate. They were using "Won.Dis" Chocolate as a case study, this research analyzes various digital marketing tactics that can enhance branding and market penetration for local chocolate. With its sustainable agriculture approach and product innovation, "Won.Dis" chocolate is an interesting example to study in digital marketing. The research method was qualitative descriptive research to describe and understand the phenomenon of branding and marketing local chocolate using a qualitative approach to collect and analyze data, including market analysis, literature reviews, and interviews with relevant stakeholders. The findings of this study are expected to provide valuable insights for the local chocolate industry in developing effective marketing strategies, particularly in an increasingly dominant digital era. Thus, it is hoped that local chocolate products such as "Won.Dis" Chocolate can strengthen their position in both domestic and international markets while contributing positively to the local economy, sustainable agriculture, and business communication.

Keywords: *digital marketing, branding, local chocolate, marketing communication, sustainable agriculture*

MARKET ORIENTATION AND MARKETING CAPABILITY OF SMES: A CONCEPTUAL FRAMEWORK

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Abstract

Market orientation is a marketing concept aimed at continuously creating value for customers to achieve superior performance. In addition, exploring the role of specific marketing capabilities related to innovative and entrepreneurial company behavior is necessary alongside marketing capability. However, literature on the role of marketing capabilities in competitive strategy is still limited. Similarly, there is a lack of conceptualization and operationalization of innovation and the construction of sustainable competitive advantage. Researchers focus on how Market Orientation and Marketing Capability can impact organizational innovation and SME performance. The research objective is to design a model based on Market Orientation and Marketing Capability to enhance SME performance.

This research contributes to the theory and practice of strategic marketing by exploring and developing Market Orientation, Marketing Capability, organizational innovation in SMEs, and sustainable SME performance.

Keywords: Market Orientation, Marketing Capability, Organizational Performance, SME Performance.

IDENTIFICATION OF GEOFLUID ORIGINS OF NANNOFOSSILS IN THE MUD VOLCANOES OF WUSHANDING AND THEIR APPLICATIONS IN THE PETROLEUM EXPLORATION INDUSTRY

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Abstract

This study elucidates the geofluid origins of nannofossils within the Wushanding mud volcanoes, Kaohsiung, Taiwan, revealing their potential impact on petroleum exploration strategies. By leveraging detailed stratigraphic and biostratigraphic analyses techniques, we identify and characterize two primary nannofossil assemblages from the mudflows: the upper Miocene zone (NN-11, 5.6-7.0 million years ago) and the lower Pliocene zone (NN-12 to NN-15, 5.0-3.5 million years ago). These assemblages indicate a complex depositional history shaped by active tectonics and mud diapirism, driven by the ongoing collision between the Luzon Arc and the Eurasian continental margin.

Our findings underscore the role of mud volcanoes as critical conduits for transporting deeper geological strata to the surface, thus providing unique insights into otherwise inaccessible layers. The strategic location of the Wushanding mud volcanoes along key fault systems not only influences regional geodynamics but also has significant implications for hydrocarbon exploration. These structures are likely to form effective hydrocarbon traps, making them crucial targets for future exploration endeavors.

This research enhances the understanding of geofluid dynamics within mud volcanoes and refines the stratigraphic correlations across Taiwan's orogenic belt. By doing so, it offers a comprehensive framework for petroleum exploration in one of the most seismically and structurally complex regions of the world.

Keywords: Nannofossil, Mud volcanoes, nannofossil identification technology

CUSTOMER EXPERIENCE OF FILIPINO BUFFALO DAIRY PRODUCT RESELLERS AMID COVID-19

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Abstract

This study focused on the twenty resellers of buffalo dairy products amid the COVID-19 pandemic. It aims to discover the pivotal factors impacting resellers' customer experience. Using quantitative and qualitative data gathering methods, pricing emerged as a critical factor when the cost for retail attracted resellers despite potential challenges. Reasonable pricing aligned with product value bolstered favorable opinions of the brand. However, production insufficiency led to frequent out-of-stock scenarios, impacting customer satisfaction and retention. Meeting reseller demand proved instrumental in shaping positive experiences. We underscore the significance of pricing strategies and production capacity in influencing reseller experiences, but brand value, social responsibility, and service performance were also significant. We shed light on the intricate interplay among pricing, product quality, and supply chain efficiency during the pandemic-induced market shifts from individual customer focus to resellers, offering actionable insights for businesses navigating similar landscape.

Keywords: *customer experience, product reseller, buffalo dairy products, Covid-19*

GREEN BEHAVIORS IN HIGH-DENSITY AREAS: AN EXPLORATION OF ENVIRONMENTAL AWARENESS DURING COVID-19

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Abstract

The Covid-19 pandemic has underscored the critical need for environmental conservation, particularly spotlighting the significance of public health and environmental awareness. Despite increased consciousness, densely populated urban areas, often plagued by poor living conditions and slums, show a deficit in environmental awareness and green behavior. A study involving 298 residents of such areas used accidental sampling and Partial Least Square analysis to explore the impact of green behavior on the environmental image. Results from structural equation modeling indicated that attitude, awareness, and knowledge about the environment significantly predict green behaviors, which in turn enhance the environmental image of these communities. In Surabaya, a populous city, fostering a green image is essential. Promoting environmental understanding among its citizens could bridge their knowledge to practical environmental aspects, thereby facilitating sustainable development. This enculturation of environmental awareness is vital for empowering residents to prioritize ecological interests and undertake responsible actions, transforming Surabaya into a model green city.

Keywords: Environmental green image; Green behavior; Population density; Urban settlements.

CUSTOMER PURCHASE INTENTION BASED ON THE CHARACTERISTICS OF BRAND AMBASSADOR: A CASE STUDY OF BITI'S HUNTER IN VIETNAM

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Abstract

This study aims to examine the impact of brand ambassadors on customers' purchasing intention in Vietnam. In this study, a total of 310 subjects participated in the online survey through Google Forms. The results show that purchase intention is significantly influenced by trustworthiness of the brand ambassador. There is also a positive influence on purchase intention by attractiveness, familiarity, and value alignment of the brand ambassador. Conversely, the brand ambassador's scandals negatively affected customers' purchasing intention. Moreover, gender difference has a significant effect on, whereas occupation has no significant effect on purchase intention. The findings offer a valuable recommendation for brand managers to choose brand ambassadors and enhance their advertising and marketing strategies.

Keywords: *brand ambassador, purchase intention, online survey, case study*

NATURAL SILK PRODUCTION CONDITIONS IN SOUTH SULAWESI PROVINCE

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Abstract

Natural silk activities are divided into the upstream level (mulberry cultivation and silkworm cultivation) and the downstream level (spinning, weaving, and marketing silk fabric). This study aims to determine the condition of natural silk in South Sulawesi Province. The data used is secondary data from 2017 to 2021. The secondary data used are national and world silk demand, mulberry plantation area, number of silkworm seed distribution, amount of cocoon production, amount of yarn production, and amount of silk fabric production. The data analysis used is a descriptive quantitative literature review. The results showed that the condition of natural silk produced by the amount from 2017 to 2021 fluctuated in value but tended to decrease which could affect the development and contribution of South Sulawesi silk to national silk.

Keywords: Agribusiness, Volatile, Natural Silk, Silk Production

FINANCIAL PERFORMANCE ANALYSIS AT MICROFINANCE INSTITUTIONS: CASE STUDY AT REGIONAL BUSINESS ENTITIES BOGOR REGENCY

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Abstract

Regionally Business Entities (BUMD) is business entities whose capital is wholly or largely owned by the regional government, consisting of regional public companies and regional limited liability companies.

Bogor Regency has several Regional Business Entities (BUMD) operating in various sectors, both strategic sectors that require regulation by the government, as well as commercial sectors that are not specifically regulated. Microfinance Institutions (LKM) are financial institutions established to provide business development and community empowerment services, either through loans or financing in micro-scale businesses to members and the community. PT Microfinance Institution (PT LKM) Bogor is a company originating from the Bogor District Credit Union (PD. PK), in accordance with applicable regulations and its legal form it has become PT LKM Bogor. PT LKM Bogor is located at Jalan KSR Dadi Kusmayadi No. 6B Ruko Citra Nusa, Kel. Tengah, Kec. Cibinong, Bogor Regency. The aim of this research is knowing the development of PT LKM's performance and the problems it is facing. The method for evaluating the performance of BUMD PT LKM Bogor was carried out based on the assessment of the health aspects of DIR Decree Number 30/SK/KEP/DIR dated 30 April 1997 concerning Procedures for Assessing the Health Level of Rural Banks and was guided by the Decree of the Minister of Finance of the Republic of Indonesia No. 826/KMK.013/1992. The aspects assessed in determining the level of company health include capital aspects, productive asset quality aspects, management aspects, profitability aspects and liquidity aspects. Based on the results and discussion above, the conclusions of this research are as follows: PT LKM's performance from 2018-2022 shows UNHEALTHY conditions. One of the reasons why PT LKM's health value is so small is because the quality of its productive assets, which have the greatest weight in determining the company's health level, has very little value.

Keywords: *financial; performance; regionally; business; entities;lkm*

ANALYSIS USING INTERNAL FACTOR EVALUATION MATRIX CASE STUDY AT NAT CAFÉ & RESTO, BEKASI

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Abstract

Population growth has become a pressing issue in Indonesia, notably in Bekasi. According to data from the Central Statistics Agency, Bekasi experienced a population growth rate of 0.91% in 2022, reaching 2,590.3 thousand people—a significant increase from the 0.65% recorded in 2020. Research indicates a significant correlation between population growth and economic development (Yunianto, 2021). This is supported by data from the West Java Tourism and Culture Office, revealing Bekasi as the city with the highest number of restaurants, eateries, and cafes in West Java, totaling 2,752 establishments in 2021, marking a nearly 1,000% growth from 2018 to 2021. The surge in population has stimulated economic growth, particularly in the food and beverage sector, resulting in the emergence of new businesses. However, the intensified competition poses challenges for industry players. This study focuses on Nat Café & Resto, a business operating for over a year in Bekasi. The owner recognizes the necessity of evaluating internal factors to understand current strengths and weaknesses. This research aims to identify and assess the impact of internal factors on Nat Café & Resto's performance. Through interviews and customer satisfaction surveys, key strengths and weaknesses were identified—the paired comparison method weighted factors to create an Internal Factor Evaluation (IFE) matrix. The total IFE score for Nat Café & Resto was 2.684, indicating a relatively robust internal performance. The most influential strengths include offering non-halal dishes with authentic flavors, while the primary weakness revolves around the limited availability of live music, especially on weekends. This research provides valuable insights to help Nat Café & Resto enhance its strengths, address weaknesses, and navigate the competitive landscape of the food and beverage industry.

Keywords: *Internal Factor, IFE Matrix, Strengths, Weaknesses*

PROFILE OF LAYER FARMERS IN SOUTH SULAWESI PROVINCE, INDONESIA

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Abstract

The study aims to analyze the profile of poultry breeders in South Sulawesi with a focus on age, education, gender, business scale, breeding age, and annual income. The data was obtained from a survey of poultry farmers in eight districts in South Sulawesi, including Maros, Gowa, Sidrap, Pinrang, Enrekang, Takalar, Bone, and Pangkep. The results show that the majority of farmers are in the age range of 41–50 years with an average education at the high school level, and they are mostly male. Farming enterprises are dominated by small scales, with most farmers having 1–10 years of experience. Annual income varies, with most income exceeding IDR 100 million. These findings indicate that additional support in the form of training, dissemination, and access to financial services is urgently needed to increase the productivity and well-being of farmers, especially for those with small and medium-sized enterprises.

Keywords: *profile, layer chicken, layer farmer*

INFLUENCE OF ORGANIZATIONAL IMAGE WITH MEDIATION INNOVATIVENESS ON SERVICE PERFORMANCE (CASE STUDY ON SAMSAT IN CENTRAL KALIMANTAN)

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Abstract

The Vehicle Registration and Licensing Office (SAMSAT) in Central Kalimantan Province plays a crucial role in generating significant revenue from motor vehicle taxes, amounting to 28.5% of the total local tax revenue. Therefore, research on the factors influencing the performance of SAMSAT services in Central Kalimantan Province is urgent to maintain or enhance the realization of motor vehicle tax revenue in the future. This study employs a quantitative approach using a questionnaire completed by 35 respondents and analyzed using Structural Equation Modeling Partial Least Square (SEM PLS) technique. The research findings indicate that organizational image has a significant positive relationship with innovativeness and service performance. However, when mediated by innovativeness, no significant relationship was found between organizational image and service performance. Meanwhile, innovativeness directly exhibits a significant positive *relationship with service performance*.

Keywords: *central Kalimantan, motor vehicle tax, SAMSAT, service performance*

FOREIGN BANKS AND COVID-19 ON BANK STABILITY: CASE STUDY INDONESIA

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Abstract

This study aims to investigate the impact of foreign banks and COVID-19 on banking stability with the study case of Indonesia. Using balance panel data of Indonesian banks, the effect of foreign banks and COVID-19 on bank stability is estimated by using the panel data method. Fixed effect model was chosen to estimate the relationship between the variables. The analysis covers the period around COVID-19 from 2020 to 2022. A total of 101 banks in Indonesia's banking sector are included in the analysis. The findings indicate that foreign banks appear to have a strong relationship concerning bank stability in Indonesia. This result tends to confirm a typical finding in developing countries in which a positive and significant impact of foreign banks exists on bank stability. On the other hand, the effect of COVID-19 also implies a positive magnitude toward bank stability, however, the relationship appears to be meaningless because it is statistically insignificant. Furthermore, when COVID and foreign banks interact, a negative coefficient indicates an opposite relationship with bank stability. The effect of the interaction is statistically significant.

Keywords: *bank stability, foreign bank, COVID-19, Z-Score, Crisis.*

ALIGNING SCHOOL TEACHER TRAINING AND DEVELOPMENT WITH VISION TO IMPROVE THE QUALITY OF EDUCATION IN A RAPIDLY-CHANGING ENVIRONMENT: A CASE STUDY AZ-ZAHRA ISLAMIC SCHOOL

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Abstract

This study investigated the need to align teacher training programs with the vision of AZ-Zahra Islamic School in the context of a rapidly changing educational landscape. Employing a qualitative research approach through interviews, group discussions, and observations, the study aimed to analyse teachers' competencies, training needs, and interests in professional development. The research involved three stages: 1) In-depth conversations with six diverse teachers, 2) Observation of teachers and students in natural classroom settings, and 3) Document Analysis (Examining training program materials, school vision statements, ...etc). Interviews with selected teachers revealed a range of readiness levels, with some demonstrating a low level requiring significant support for professional development. The study emphasizes the importance of regulating training processes based on the school's vision and quality education standards. It proposes a framework for aligning teacher training with a school's vision through a continuous improvement cycle that incorporates needs assessment, individualized learning, active collaboration, essential competencies, and ongoing evaluation. By aligning training with the school's vision and addressing identified teacher needs, this research contributes to enhancing the overall quality of education at AZ-Zahra Islamic School and offers insights for similar institutions.

Keywords: *Teacher training and development program, Quality education, Teacher competencies and skills, Professional development need.*

DESTINATION BRANDING AND GOVERNMENT ROLE: A CASE STUDY OF THE UNESCO HERITAGE SITE “THE COSMOLOGICAL AXIS OF YOGYAKARTA”

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Abstract

UNESCO declared The Cosmological Axis of Yogyakarta as one of the world heritage sites of Indonesia on 18 September 2023. The establishment by UNESCO has consequences on the importance of Destination Branding The Cosmological Axis of Yogyakarta by stakeholders, in particular the local government, in supporting the preservation of sustainable culture and tourism. The purpose of the research is to learn the strategy of developing destination branding on the Yogyakarta Philosophy Axis to support the local government's preservation of cultural heritage. This research method is through in-depth interviews, observations, and Focus Group Discussion (FGD) with the Department of Culture (Dinas Kebudayaan/Kundha Kabudayan) in the Special Region of Yogyakarta, which is involved in the development of the philosophical axis area. The results of this research show that the government, especially the Department of Culture, has played an essential role in developing the destination branding strategy of The Cosmological Axis to improve the public's understanding of the values and efforts of preservation of cultural heritage. As a UNESCO World Heritage site, the Philosophy Axis has opportunities to increase tourist attractiveness based on cultural heritage. However, there are challenges, such as public awareness in preserving such cultural heritage, sustainable tourism, disaster mitigation, and the socio-cultural existence of communities around The Cosmological Axis of Yogyakarta.

Keywords: *Destination Branding, Stakeholder Roles, Cultural Heritage Conservation, The Cosmological Axis, Yogyakarta*

HOW DO THE FASHION INDUSTRIES MAKE THE SUPPLY CHAIN DESIGN STRATEGY? A CASE STUDY IN BANDUNG

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Abstract

The fashion industry in Bandung cannot be separated from various risks that will disrupt its supply chain. For the supply chain to endure risks, the fashion industry should develop a Supply Chain Design Strategy (SC Design Strategy) so that the supply chain is resilient to possible risks. SC Design Strategy is the ability to recover from disruptions by developing responsive capabilities, through redundancy and flexibility. So, this research aims to find out what form of SC Design Strategy is currently being implemented by fashion industry entrepreneurs in Bandung so that it can be used to create approaches towards resiliency. Data collection techniques were carried out through observation and interviews with company owners, managers, and employees of the enterprises. Data analysis uses a scoring rubric technique to measure the company's condition. Based on the results, the sourcing strategy dimension is the dimension that is most widely applied by ten fashion industry business actors in Bandung. Business actors said that they implemented strict supplier selection indicators to produce good quality products from suitable raw materials. Few business actors implemented global sourcing indicators, especially about supplying raw materials from abroad. In the redundant strategy dimension, most business actors use multi-sourcing indicators, namely alternative strategies for more than one supplier. For the flexible strategy dimension, several business actors use flexible transportation indicators to minimize transportation risks. Most business actors do not apply factory redesign indicators because most of them do not have their factories, so it will be hard to change the production system.

Keywords: *Supply chain Management, Supply chain design strategy, Fashion Industry .*

CONSUMER INTENTION TO BUY ORGANIC FOOD IN HO CHI MINH CITY: LITERATURE REVIEW

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Abstract

This research investigates the factors influencing consumers' intention to purchase organic food in Ho Chi Minh City. The study aims to examine and propose managerial implications based on these factors. Specific objectives include identifying and measuring the impact of these factors on consumers' intentions, analyzing demographic differences in these intentions, and suggesting management strategies for businesses involved or intending to enter the organic food market. The practical significance of understanding these factors is crucial in today's context, where consumers increasingly prioritize health and environmental concerns. Ho Chi Minh City, with its dense population and significant consumer demand, provides an ideal environment to explore what influences consumers' decisions regarding organic food. The study draws upon two foundational theories: Dual Factor Theory (DFT) and Innovation Resistance Theory (IRT). It investigates inherited factors such as health awareness, food safety concerns, environmental consciousness, product quality perceptions, product knowledge, pricing concerns, risk aversion barriers, and usage barriers.

Keywords: *DFT Theory; Organic food; intention; IRT Theory*

THE IMPACT OF SOCIAL MEDIA CONTENT QUALITY ON BRAND AWARENESS AND PURCHASE INTENTION FOR OCOP PRODUCTS AMONG CONSUMERS IN HO CHI MINH CITY

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Abstract

In February 2023, The Vietnam Trade Promotion Center for Agriculture collaborated with TikTok Vietnam to build communication and promotion programs for OCOP - One Commune One Product. This is considered one of the outstanding events and has a positive impact on the campaign to elevate Vietnamese agricultural products and specialties. On the basis of these nationally significant activities, the authors conducted this research with the aim of exploring the impact of content quality on the social network Tik Tok on brand awareness and product purchase intention OCOP product, concurrently examines the mediating role of hedonic motive and utilitarian motive in these relationships. The study uses the partial least squares structural equation modeling (PLS-SEM) to analyze data, including 262 survey samples of users in Ho Chi Minh City who know and have watched live streams about OCOP products on Tiktok. The results show that Content quality has significant effects on brand awareness, hedonic motive and utilitarian motive. Brand awareness has an impact on purchase intention and also plays as a partial mediator between content quality and purchase intention. Besides, hedonic motives and utilitarianism both also play mediating roles in the relationship between content quality and purchase intention, and content quality and brand awareness.

APPLY THE THEORY OF REASONED ACTION AND THEORY OF PLANNED BEHAVIOR FRAMEWORKS IN RESEARCH ON CONSUMER BEHAVIORAL INTENTIONS TOWARDS LOCAL FASHION BRANDS IN VIETNAM.

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Abstract

This study examines the factors influencing the purchase intention of local fashion brands in Vietnam. The research aims to identify the key determinants of consumers' intention to buy products from local fashion labels. The study proposes a conceptual model based on the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to investigate the impact of attitude, subjective norm and perceived behavioral control on purchase intention. A quantitative research method was employed to survey consumers. The findings are expected to provide useful insights for local fashion brands to develop effective marketing strategies and enhance their competitiveness in the market. The model of this study may also contribute to the existing literature on consumer behavior in the Vietnamese fashion industry.

CAN FILIPINOS AFFORD TO WORK REMOTELY? A STUDY ON THE AFFORDABILITY OF LAPTOPS BASED ON THE SALARIES AND COST OF LIVING IN THE PHILIPPINES USING COMPOUNDING

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Abstract

Businesses are shifting to remote or hybrid setups due to employee demand. Since the trend is moving towards these setups, employees need to be able to conduct their work in their respective homes. With this, they need devices, such as a laptop, to accomplish their daily tasks. To live comfortably, however, they must set aside 20% of their salary for savings and 30% for their wants. Considering this and the average annual salary in the Philippines and the average annual cost of living, along with the average annual rate of salary increase and average annual inflation rate, the research focuses on the affordability of laptops, given their current prices and average annual price movements. Compounding was used to determine when an employee can purchase a laptop while keeping 50% for savings and wants. Annual compounding is used, and the compounded values for the cost of living and the laptop price are deducted from the compounded value of the salary. After calculations, the Apple MacBook Air is the most feasible, but it will take the employee 37 years to purchase the laptop while keeping 50% of one's salary. Once achieved, the employee will be near retirement age, so it might not be fully utilized. It is recommended that the rate of salary increases be increased, and other businesses that offer laptops should maintain their prices or minimize the price increases to make them more affordable for employees. Benchmarking Apple is a viable option to see how they can control their prices.

Keywords: *Remote Setup, Hybrid Setup, Salary, Cost of Living, Inflation, Laptop*

BEHAVIOURAL DIFFERENCES OF GENERATION Y AND Z GROUPS IN ONLINE SHOPPING

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Abstract

The advancement of the internet and technology has helped to shift offline establishments to online, resulting in an increase in online shopping. Age has been demonstrated to influence users' acceptance of online buying and consumers' propensity to shop. This study investigates consumer purchase motivations, with an emphasis on utilitarian and hedonistic impulses, particularly among Generation Y and Z customers. The study employed Logistic Regression models to evaluate online shopping behaviour and determine the key elements influencing purchasing decisions. The study collected data using Google Forms, with 212 respondents. The results showed that Gen Y consumers have utilitarian motive behaviour with the characteristics of full rational consideration in making purchasing decisions on quality, service, and price, such as the ease of product information, like discount prices, and are wise in using technology, while Gen Z has hedonic motive behaviour with the characteristics of shopping for fun and entertainment, value reviews and ratings, very high dependence on technology, speed and convenience. The internet is widely used for shopping, with fashion products being the most popular online. This study focuses on the differences in buying behaviour between Generation Y and Z, highlighting the necessity of understanding customer motivations and perceived dangers when shopping online. As a result, despite certain similarities, their internet shopping habits are diverse.

Keywords: *Hedonistic, Online Shopping, Shopping Behaviour, Utilitarian.*

MARKET VALUE CREATION BASED ON LIFESTYLE AND SOCIAL CLASS IN CONSUMER BEHAVIOR IN TRADITIONAL MARKETS IN BALI

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Abstract

This study aims to determine the market value creation based on lifestyle and social class in bali traditional market consumer behavior. The Consumer behavior and lifestyle research is accomplished through Data analysis that employs descriptive and interpretative qualitative methods. Descriptive was accomplished by categorizing the data into topics using the appropriate terminology. The variables' themes are described in relation to the theoretical framework and previous studies. The connections between these variables are the findings of this article. These meanings are representative of the article's findings in regards to the relationships between variables. The increasingly quiet traditional markets are attributed to lifestyle changes that are practical and fulfilling, modern markets offer a variety of goods and a modern lifestyle, they are also more profitable. As previously mentioned, traditional consumers are typically from the lower middle class, while modern consumers are from the upper middle class who have a higher capacity to purchase. Lifestyle investigations discuss the common practice of everyday activities, the value of attitudes, the way they become singular individuals, as well as the way they reflect experiences.

Keywords: *lifestyle, social class, consumer behavior, modern market, traditional market.*

IS IT IMPOSSIBLE FOR GENERATION Z TO HAVE A MINDFUL CONSUMPTION BEHAVIOR WHILE FOMO?

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Abstract

FOMO is often used as an effective marketing strategy to increase excessive consumption behaviour in Generation Z. However, relying too much on FOMO strategies also poses a threat to marketers, as excessive exposure to information on social media can increase the likelihood of experiencing social media fatigue, which can affect the emergence of mindful consumption behaviour. This study aims to examine the relationship between fear of missing out (FOMO), social media fatigue (SMF), mindfulness, and mindful consumption behaviour. The present research study embraces the empirical research method through quantitative analysis. The proposed theoretical model was empirically tested using primary data collected through a self-designed structured questionnaire. The study sample included individuals between 13 and 25 years of age, as these are the most active demographics on social media. The model is empirically tested with the help of structural equation modelling applied using the software partial least squares (PLS). Empirical testing shows that FOMO significantly positively influences social media fatigue, mindfulness, and mindful consumption behaviour. Research examining FOMO in Indonesia, especially in relation to mindful consumption behaviour, is rare. So far, FOMO has often been studied only in the context of excessive consumption behaviour.

Keywords: *Fear of missing out; FOMO; Social media fatigue; Mindfulness; Mindful Consumption Behaviour*

CUSTOMER BEHAVIOR ON MOBILE BANKING ADOPTION- A SEGMENTATION STUDY

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Abstract

Market segmentation has an important role in determining marketing strategy and can improve marketing effectiveness specifically in mobile banking (m-banking) services. The aim of this study is to measure customer perceptions of m-banking adoption through segmentation analysis based on their behavior with the TAM construct. This study uses judgment sampling, totaling 365 respondents with *k-means* cluster analysis. This study generates two segments, which are *moderate* and *active* adopters. *Moderate adopters* are members who already have m-banking but have not actively used it. M-banking is considered as a practical, easy-to-operate and they will adopt m-banking in the coming months. *Active adopters* perceived m-banking as a service which can complete banking transactions quickly and overall m-banking is easy to use. M-banking is important to fulfill banking needs and will continue to adopt m-banking in the future. *Moderate* and *active* adopters trust in the bank are positive and majority young-aged. Age has a significant relationship with both segments, so the young aged group is the right target market for m-banking marketing.

Keywords: Cluster, M-banking, Segmentation, TAM

THE SYNERGY OF CONTENT MARKETING AND SOCIAL MEDIA: EFFECT ON CONSUMER PURCHASE DECISION IN E COMMERCE

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Abstract

This study aims to analyze the influence of social media use, digital content quality, content marketing strategies, and promotions on purchase decisions on Blibli.com sites. The research method used is quantitative descriptive with data collection using questionnaires. The variables studied include social media, content quality, marketing strategies, promotions, and purchase decisions. This study shows that the use of social media, content quality, marketing strategies, and promotions have a positive effect on purchasing decisions in Blibli.com, with these variables able to influence purchasing decisions by 85.1%. The results of multiple linear regression analysis show that the regression model used in this study is valid and reliable. This study provides recommendations to increase consumer confidence in online shopping in Blibli.com, as well as highlighting the importance of evaluating website quality, digital content, and promotional strategies in influencing consumer purchase decisions in e-commerce.

Keywords: *social media marketing, digital content quality, content marketing strategy, promotion, purchase decision*

FACTORS BEHIND GAMERS' IN-APP PURCHASE INTENTIONS: A DEEP DIVE INTO PERCEIVED VALUE AND USER ENGAGEMENT

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Abstract

In the past decades, there has been a massive proliferation of in-app purchases in mobile game apps; nevertheless, only a few studies shed light on users' motivation to make such purchases. This study attempts to construct a research model involving perceived value and stickiness to examine Genshin Impact gamers' intention to make in-app purchases. Genshin Impact gamers have become the object of the study as this game has attracted considerable attention among developers, researchers, and gamers due to its success in generating tremendous revenues, surpassing its competitors within six months of its launch. This research examined perceived value, stickiness, and the intention of gamers to make in-app purchases. Online survey data were collected from 117 mobile gamers who play Genshin Impact to evaluate the model. Structured equation modeling was used to examine and evaluate the model. The findings reveal that perceived value and stickiness significantly influenced gamers' intention to purchase in-app. In addition, this study suggests that stickiness served as a mediating factor between perceived value and gamers' intention to make an in-app purchase. The study's findings might give mobile game developers more information about how to improve their apps. The findings may shed light on developers and marketers developing strategies to attract more gamers to purchase app features.

Keywords: *Genshin Impact, mobile games, perceived value, stickiness, structural equation modeling*

THE ROLES OF PRICES, PROMOTIONS, SERVICE QUALITY IN ENHANCING CONSUMERS' PURCHASE DECISION MAKING ON SHOPEEFOOD WITH E-WOM AS INTERVENING VARIABLE

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Abstract

This study aims to investigate the roles of price, promotion and service quality in enhancing customers' online purchasing decision making at Shopee Food with electronic word of mouth as an intervening variable. The research method used is an associative descriptive quantitative method. The sampling technique adopted in this research is probability sampling with purposive sampling technique. The number of samples in this study was 100 respondents who purchased online food at Shopee Food. The data analysis technique uses PLS (partial Least Squares). The results of this research show that price has a positive and significant effect on purchasing decisions, then price has a positive and significant effect on purchasing decisions mediated by electronic word of mouth, then promotion has no effect on purchasing decisions, then promotion has a positive and significant effect on purchasing decisions mediated by electronic word of mouth. Likewise, service quality has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions mediated by electronic word of mouth. Electronic word of mouth has a positive and significant effect on purchasing decisions.

Keywords: price, promotion, service quality, electronic word of mouth, and purchasing decisions.

Beyond Words: Assessing the Effectiveness of an Innovative Speech Program for Learners with Special Needs at E.D.G.E. Learning Center Inc.

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Abstract

Effective communication skills were vital for children with special needs, impacting their social, emotional, and academic development. Despite the prevalence of communication difficulties among individuals with conditions such as autism spectrum disorder (ASD) and developmental delays, evidence regarding the effectiveness of intervention programs remained scarce. This study investigated the effectiveness of the "Beyond Words" speech program at E.D.G.E. Learning Center Inc. in enhancing communication skills among learners with special needs.

The study employed a mixed-methods approach, analyzing participant profiles and assessing communication skill progression over a six-month period. Results indicated a diverse representation among learners, with Autism Spectrum Disorder (ASD) being the most prevalent condition. Significant improvements in both non-verbal and verbal communication skills were observed, with a notable shift from fair to satisfactory performance levels. This consistent progression highlighted the program's efficacy in fostering enhanced communication abilities among learners.

Based on these findings, tailored intervention strategies were recommended to address the specific needs of different age groups and exceptionalities. Continuous monitoring and evaluation systems were advised to track individual progress and identify areas for program refinement. Additionally, the integration of multimodal communication techniques, such as assistive devices and sign language, was recommended to comprehensively address the diverse communication needs of learners with special needs.

Overall, this study contributed to the ongoing dialogue surrounding tailored interventions for individuals with special needs, providing insights for program design, implementation, and refinement. By addressing the communication needs of learners with special needs, the "Beyond Words" speech program held promise for enhancing their overall well-being and success in life.

Keywords: *beyond words speech program, communication skills, learners with special needs, intervention*

INVESTIGATION OF ARMY OFFICERS' WILLINGNESS ON-THE-JOB-LEARNING IN AN ARMY UNIT

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Abstract

The army's spare time for further study policy encourages personnel who already have a university degree to participate in a master's degree, non-commissioned officers and soldiers are encouraged to obtain a license to enhance the quality of their job to strengthen the ability to learn, and army officers in addition to the officer school graduates, are also required to have a university degree before applying for or transfer to a job form private sector. Therefore, almost all officers in the army have a university degree, and of course, under the promotion of the policy of encouraging further studies after work, officers are the target of the Chief's encouragement, in addition to upgrading their quality, they can also serve as a leader, leading and encouraging their subordinates to participate in further studies. The role of military officers is responsible for the success or failure of various duties, therefore, military officers have to face a heavy workload, and the most important thing for the Master's program is whether the officers and soldiers are willing to participate in the further study at the teaching site, especially the busy officers in the army in the high-pressure, hectic working environment, thus this paper is to investigate what is the willingness to participate in the Master's program in the spare time? What are the factors that affect the willingness to study?

Keywords: *learning motivation, learning constraints, on-the-job learning*

A STUDY OF THE EFFECTS OF UNIVERSITY LEADERSHIP BEHAVIOR ON PROFESSIONAL TEACHERS' JOB SATISFACTION AND INTENTION TO STAY

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Abstract

In the approach to the 21st century, countries in the world applied education reform as the tactic to enhance the effectiveness of school education and cultivate talents required for national development. It became a primary issue to confirm the progress of national educational development conforming to the trend through educational research. Aiming at professional teachers in south of Taiwan as the research objects, total 280 copies of questionnaire are distributed, and 246 valid copies are retrieved, with the retrieval rate 88%. The research results show that 1.leadership behavior is important to professional teachers' job satisfaction, 2.a university leader should observe professional teachers' emotional changes and try to make improvement so that professional teachers are willing to identify the university and accept the work schedule planned by the university leader to enhance the work promotion willingness and climate, and 3.a university leader should regularly/irregularly concern and encourage professional teachers or collaboratively discuss the encountered problems and frustration for solutions to prevent from the turnover. According to the results to proposed discussions, it is expected to help university leaders, with personal unique leadership competence and school management model, present the significant meaning of university leadership to the promotion of school operation.

Keywords: *university leadership, leadership behavior, professional teachers, job satisfaction, intention to stay*

EMPOWERING LEARNERS THROUGH AR-BASED LEARNING APPS: A STUDY ON USERS' CONTINUANCE INTENTION AND LEARNING OUTCOMES

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Abstract

In the exploration of user behavior within the realm of emerging technologies, the Task-Technology Fit Theory (TTF) proposed by Goodhue & Thompson (1995) has been a pivotal framework, although it has traditionally overlooked the critical aspect of user needs, particularly intrinsic motivation. Thus, the current study develops a "perceived needs-technology fit model" that integrates the TTF theory with insights from other researchers (Ip & Wagner, 2008; Lin, 2016; Lin, 2012) on AR technology characteristics (interactivity, vividness, and novelty), user needs (intrinsic and extrinsic motivation), and user's learning outcome, investigating the factors influencing users' use behavior of AR-based learning apps and their learning outcomes. By doing so, we aim to shed light on the broader implications of AR technology in enhancing learning experiences, with the hope that our findings will contribute to a deeper understanding of the effective employment of AR-based learning tools.

Imaginative Play: A Teaching Strategy for the Socio-Emotional Development among Preschool with Autism Spectrum Disorder

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Abstract

The study investigated the effect of imaginative play on socio-emotional development of children with ASD. The study employed an experimental pre-test-post-test control group design. which involved two groups, 10 children with ASD. The sample was selected using non-probability sampling, focusing on purposive sampling method. The researcher conducted observation regarding socio-emotional skills of the participants inside the classroom, reviewed records, teacher's journal and assessed the children using Phil. ECCD Checklist for socio-emotional domain. The result established that the participants in the experimental group manifested slight delay in their overall development while the control group manifested suggesting delay in their overall development. It revealed that the participants in the experimental group had higher socio-emotional levels than the control group. Based on the observations, the tea party, play kitchen, and superhero contributed to the socio-emotional development. The researcher recommended this study should be disseminated to teachers and administrators of the school to continue the employment of imaginative play for socio-emotional skills development, imaginative play be tried out to other learners with disabilities specifically those with delays in socio-emotional aspect. Longer period should be given to the experiment, teachers should be aware of the different learning needs and interest of their learners to help the choice of imaginative play to facilitate learning, the schools should provide more varieties of play materials to children with ASD to improve their socio-emotional skills, and the future researchers should use the results to enrich and find ways to help children with ASD improve their socio-emotional skills.

Keywords: *imaginative play, autism spectrum disorder, socio-emotional development, Children with ASD*

AN EMPIRICAL STUDY ON STUDENTS' PERCEPTIONS AND ACADEMIC OUTCOMES OF DISCIPLINE-BASED COURSES VERSUS INTERDISCIPLINARY COURSES

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Abstract

This research explores undergraduate students' perceptions of their learning experiences and academic outcomes in two prevalent types of first-year courses - discipline-based and interdisciplinary courses – found in many university curricula. Discipline-based courses focus on specific subject knowledge, whereas interdisciplinary courses address issues across multiple academic fields. First-year students are often required to complete several courses from different academic departments with the aim of broadening their knowledge and exposing them to various disciplines, laying down a strong intellectual foundation for their academic growth. To gain a deeper understanding of students' perceptions of the two types of courses, a large-scale quantitative survey was conducted in one academic year, gathering data on student learning experiences from 128 courses of a General Education programme, which is a common curriculum for all undergraduate students. An empirical analysis was performed on the 7,488 data collected, focusing on five learning aspects: course design, encouragement to be creative/innovative, encouragement to think critically, course difficulty, and overall learning experience. The independent t-test results suggested that students perceived discipline-based courses to provide marginally superior learning experiences in four out of the five aspects. However, these courses were also considered as significantly more difficult than interdisciplinary ones. Conversely, statistical analysis indicated that there was no disparity in academic performance between the two types of courses. We suggest proper academic advising to rectify students' misconceptions about these courses. The results of this work provide data-driven insights for university administrators to manage the curriculum and student satisfaction better.

Keywords: *Student perception, discipline-based course, interdisciplinary course, general education.*

FREQUENCY OF USE OF SDGS IN ENTREPRENEURSHIP RESEARCH

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Abstract

The Sustainable Development Goals (SDGs) have gained attention for their societal importance and are being referenced in various contexts. In entrepreneurial research, they are often cited to tackle social issues. However, this differs in top-tier entrepreneurship journals, where references to SDGs are rare compared to the prevalent use of the concept of sustainability. This paper aims to explore how SDGs are treated in these journals and to provide guidance for future research in entrepreneurship. We analyze journals to see how SDGs are used in each paper. The findings show that while many articles mention SDGs, direct references to them are uncommon. This study highlights the challenge of fully addressing SDGs in entrepreneurial research. It also recognizes that this survey is just a snapshot, and results may change as we approach 2030, the target year for SDGs. There is ongoing debate on whether to define standards loosely or strictly based on SDGs. This survey is an interim report, and results may fluctuate as we near the significant milestone of 2030.

Keywords: *Sustainable Development Goals (SDGs), sustainability, entrepreneurship, sustainable entrepreneur, social entrepreneur*

THE INFLUENCE OF THE COMPONENTS OF ENTREPRENEURIAL ECOSYSTEM ON OVEROPTIMISM

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Abstract

The present study aims to examine the influence of external factors represented by the components of the entrepreneurial ecosystem to overoptimism, and examine the impact of overoptimism on new product development success (NPDS) and new venture performance (NVP). The study begins by identifying the components of the entrepreneurial ecosystem dimensions from previous research and answers the three research questions 1) do the components of the entrepreneurial ecosystem influence overoptimism? 2) do overoptimism influence NPDS and NVP? and 3) does NPDS influence NVP? The unit analysis is founder/co-founder of new ventures that have operated at least three years and not more than eight years. The snowball sampling is used. Researchers sent surveys to 176 founders in ten cities in Indonesia. From 176 respondents, 122 data is the targeted group of new venture and 115 data was finally used in this present study. The data was then analyzed by partially least squares structural equation modeling (PLS-SEM). We find that three components of entrepreneurial ecosystem, 'Access to Market', 'Access to Funding' and 'Education & Training', influence overoptimism significantly and positively while the 'Social Norm' component influences overoptimism significantly and negatively. The finding also proves that overoptimism influences NPDS and NVP, and NPDS influence NVP significantly and positively. As far as the authors know, the present study is among the first research that empirically examines the influence of the components of entrepreneurial ecosystem on overoptimism with NVP as the output.

Keywords: *entrepreneurial ecosystem, overoptimism bias, new product development success, new venture performance*

EXPLORING THE HORIZONS OF FINTECH: A SYSTEMATIC REVIEW OF THE EXISTING LITERATURE AND PROSPECTS FOR FUTURE RESEARCH

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Abstract

This paper aims to explore the literature on Fintech for plausible research gaps. We systematically searched abstracts on the Fintech literature from the Scopus abstracted journals to accomplish this aim. We then used multiple criteria, including the Association of Business Schools (ABS) journal rankings, to narrow from 4,567 to 340 documents. These 340 documents were published in high-ranked journals and aligned with our study objective. After reviewing those documents, we came up with three critical research gaps relating to (1) the relationship between Fintech concepts and technologies, (2) the use of Fintech in financial institutions and services, and (3) the role of contextual or geographical factors in influencing the popularity of Fintech. Scholars in the future are encouraged to work in the direction of bridging one or more of these gaps.

DO SHORT-TERM INVESTORS USE MORE DEBT THAN LONG-TERM INVESTORS?

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Abstract

This study aims to examine the relationships between short- and long-term and debt behavior in the Vietnam stock market. Using data on 418 individual investors collected from April to September 2023, the results show that short-term investors have a positive impact on the use of debt, while long-term investors have a negative impact. The implication is that most investors invest in stocks mainly in the short term, which can cause instability in the stock market. Policymakers need to organize more workshops and seminars on controlling debt behavior to prevent potential financial problems.

Keywords: *Financial leverage, investment horizons, long termism, short termism.*

JEL: G40, G41, G51

MODERATION EFFECT OF LIFESTYLE ON THE RELATIONSHIP BETWEEN FINANCIAL KNOWLEDGE AND ATTITUDE ON FINANCIAL MANAGEMENT BEHAVIOR AMONG YOUNG ADULTS

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Abstract

Young adults have been characterized as significantly reliant on the internet and gadgets. They spend much time online and on social media. Many are also stereotyped as having extravagant lifestyles and wasting money. These phenomena imply how they behave in financial management. Financial knowledge and attitude development shape young adults' behavior toward money. This study aimed to examine the roles of young adults' lifestyles in moderating the relationship between financial knowledge and attitude and their management behavior toward money. This study involved 400 young adults in Pekanbaru, Indonesia, selected using purposive sampling. Moderating regression analysis with a structural equation model was employed to analyze the data. The results showed that lifestyle significantly moderates the effect of financial knowledge and attitude on financial management behavior. Lifestyle strengthens those relationships. Furthermore, financial knowledge, attitude, and lifestyle positively and significantly affect young adults' management behavior toward money. This study concludes that young adults must make prudent and smart financial decisions based on their financial knowledge, attitudes, and lifestyles to attain financial well-being. This finding implies that financial knowledge should become compulsory literacy for students to deal with the trending consumerism lifestyle to build their management behavior.

Keywords: *Attitude, Lifestyle, Pekanbaru, Planned behavior theory, Young adult*

THE EFFECT OF WORKING CAPITAL MANAGEMENT AND CREDIT MANAGEMENT POLICY ON FINANCIAL PERFORMANCE OF BANKING COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE IN 2019 – 2022

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Abstract

The high dividends paid by banking sector companies to capital market investors have led the OJK as a regulator to take action to regulate the portion of banking companies dividends which is considered excessive and could jeopardize bank stability. This study examines the role of Working Capital Management and Credit Management Policy as independent variables that influence bank Financial Performance. Using panel data from 34 Indonesian banks listed on the Indonesian Stock Exchange from 2019 to 2022, We investigate the effect of various WCM components (i.e., Bank Size (BS), Debt Ratio (DR), Current Ratio (CR), and CMP (i.e., Equity Ratio to Risky Assets (ERRA), Rate of A Bank's Ability to Return Deposits (RBARD), and Average Collection Period (ACP)) on the company's financial performance by looking Return on Assets (ROA). Multiple regression analysis was performed using Stata 14 software to evaluate the hypothesis. The findings revealed that WCM and CMP were only able to explain about 11.96% of changes in the dependent variable. The outcomes of this study suggest that banks should pay attention to capital resource allocation because excessive amounts of capital incur substantial costs. If equity is dominated by debt and shares, excess capital will have a detrimental impact on the company's profit growth. In addition, as determined by the ACP variable, longer receivable terms may result in increased credit risk and decreased bank profits.

Keywords: *Working Capital Management, Credit Management Policy, Financial Performance, Average Collection Period, Bank Profitability.*

ANALYSIS OF RAMADHAN EFFECT ON FAST MOVING CONSUMER GOODS (FMCG) SECTOR COMPANYS IN INDONESIA SHARIA STOCK INDEX 2020-2023

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Abstract

Indonesia is a country with a majority Muslim population and is listed as the first country with the largest Muslim population in the worl. With investment levels also increasing and a Muslim-majority population, this will greatly support researchers in conducting research related to sharia shares. This research investigates the existence of an anomaly effect. Where this effect is supported by religious situations and conditions, namely the month of Ramadan, so it is called the Ramadan effect which has also been widely documented by researchers, with the FMCG (Fast Moving Consumer Good) company sector indexed by Indonesian sharia shares from 2020 to 2023 as the object of this research. The GARCH method is the model used in this research. Introduced by Bollerslev in 1986. This research was conducted quantitatively using secondary data on daily closing stock prices. The results of this research show that there is no effect of Ramadan on returns or volatility in FMCG (Fast Moving Consumer Good) sector shares listed on the Indonesian Sharia Stock Index (ISSI). There are only 3 companies that have a Ramadan effect on stock returns, including PT Martina Berto Tbk., PT Prima Cakrawala Abadi Tbk., and PT Sekar Bumi Tbk., then on volatility there are also 3 companies that have a Ramadhan effect, including PT Pantai Indah Kapuk Dua Tbk. ., PT Sekar Bumi Tbk., and PT Kimia Farma Tbk.. However, it was found in this research that in the month of Ramadan all the returns of the companies studied produced positive values with the majority of volatility being low.

Keywords : *Anomaly, Ramadhan Effect , Return , Volatility, GARCH.*

VOLATILITY SPILLOVER OF CRUDE PALM OIL (CPO) COMMODITY BETWEEN SPOT AND FUTURES MARKET IN INDONESIA

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Abstract

The development of trade globalization has led to the expansion of market interactions between countries, specifically for Crude Palm Oil (CPO) commodities. This study aims to determine the volatility of CPO prices between the Medan spot market and the futures market consisting of the Jakarta futures market, Malaysia futures market, and the Rotterdam forward market. The daily data on CPO prices in each market from January 2016 to December 2020. The data analysis method uses the GARCH model (1.1). The results showed a volatility transmission from the entire futures market to the Medan spot market. Thus, the CPO commodity futures market influences price volatility and the price formation process in the Medan spot market. Therefore, CPO commodity market players must be alert to the information occurring in the futures market to determine investment strategies.

Keywords: *Crude Palm Oil, Spillover, GARCH, Indonesia Futures Market.*

THE ANALYSIS OF CREDIT APPLICATION FOR SMES USING BUSINESS PROCESS IMPROVEMENT (BPI)

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Abstract

This study aims to identify the factors that hinder the MSME credit application process and provide recommendations to improve the efficiency and effectiveness of the credit application process. This study uses a qualitative method with a descriptive approach. In conducting the analysis, this study uses the Business Process Improvement (BPI) analysis method to analyze and improve the process. The results of the study show that there are 4 factors causing problems in the credit process, and in the process improvement analysis after streamlining and redesigning the process, there is a reduction of 17 activities and a total time of 67 hours or equivalent to 7 working days.

Keywords: *Credit Process, Business Process Improvement, Streamlining*

THE MODEL OF STOCK PRICING BANKING SECTOR ON THE INDONESIA STOCK EXCHANGE DURING THE GOVERNMENT OF SUSILO BAMBANG YUDHOYONO AND JOKO WIDODO

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Abstract

Differences in macroeconomic conditions between the SBY and JKW government periods can significantly impact stock prices within the banking sector, especially when the economy experiences fluctuations, leading to increased stock price volatility. This research aims to assess the influence of various macroeconomic factors, including the Global index, macroeconomics, world oil prices, China index, Arab index, competitive resources, and inflation, on banking sector returns from October 2004 to October 2014. The analysis utilizes the arbitrage pricing theory, difference test, and mean absolute deviation. The study divides the analysis into high-return and low-return groups for each government period. Findings indicate that macroeconomic factors exert a simultaneous influence on return groups during both SBY and Jokowi's administrations. However, for JKW high returns, these factors do not significantly impact them. Specifically, the Global Index, China Index, Arab Index, Resource Competitiveness, and Inflation show a positive correlation with both high and low returns during SBY term. Conversely, during JKW tenure, only the Global Index and China Index exhibit positive effects on high and low returns. The difference test reveals disparities in the Arab index for high and low returns of SBY, while only the Global index displays differences for JKW. The variations in high returns between SBY and Jokowi stem from discrepancies in the Global and Arab indices, while no distinctions exist in low returns between the two administrations. Additionally, the mean absolute return values for high returns during JKW era demonstrate the smallest accuracy, indicating potential limitations in the predictive power of the model during this period.

Keywords: Banking, Presidency, Arbitrage Pricing Theory, Mean Absolute Deviation

ANALYSIS THE IMPACT OF CREDIT RISK, LIQUIDITY RISK, MANAGEMENT EFFICIENCY ON PROFITABILITY THROUGH CAPITAL IN KBMI 4 BANKING

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Abstract

Dame Hutapea , Analysis of the Impact of Credit Risk, Liquidity Risk, Management Efficiency on Profitability Through Capital in KBMI 4 Banking. Atma Hayat (Supervisor). This research aims to analyze the influence or impact of credit risk (NPL), liquidity risk (LDR), management efficiency (BOPO) on profitability (ROA) through capital (CAR) as mediating variables in KBMI 4 banking, namely BRI, BCA, BNI and Mandiri Bank. The data collection method is bank annual report data from 2019 - 2023. The analysis method in this research is quantitative analysis, to determine the correlation between variables X1, X2, and X3 to Y and Z as mediating variables. using statistical path analysis techniques and to test the level of significance using the inner model test by looking at the p-value processed with the Smart PLS program. The research results concluded that LDR and BOPO had a negative and significant impact on CAR, BOPO had a negative and significant impact on ROA, NPL had a negative and insignificant impact on ROA. However, NPL has a positive and significant impact on CAR, LDR and CAR have a positive and significant impact on ROA. Apart from that, in testing the indirect effect, the results showed that CAR was able to mediate the influence of the BOPO variable on ROA which had a negative and significant impact. However, the CAR variable is unable to mediate the effect of NPL and LDR on ROA.

Keywords: *Non Performing Loans (NPL), Loan To Deposit Ratio (LDR), Operating Costs Operating Income (BOPO), Capital Adequacy Ratio (CAR), Return On Assets (ROA).*

THE EFFECT OF FINANCIAL PERFORMANCE ON THE SHARE PRICE OF THE LARGEST BANK IN INDONESIA

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Abstract

This study aims to analyze the influence of banking financial performance on stock prices in 10 banks with the largest assets in Indonesia during the research period. The variables that represent the financial performance of banks in this study are Capital Adequacy Ratio, Non-Performing Loan, Loan to Deposit Ratio, and Return on Asset. The population in this research is the Bank that has the largest assets in Indonesia. The number of samples in the study is 10 banks that have the largest assets in Indonesia obtained through purposive sampling techniques. The data collection technique used is documentation. The data used in this study are the statistical reports of Indonesian banks, the Financial Services Authority, annual reports and stock prices of banking companies from the reports of the Indonesia Stock Exchange for the research period. The test was carried out with a panel data regression model with a random effect method. The results of the study were obtained that the Capital Adequacy Ratio and Loan to Deposit Ratio had no effect on the stock price. Meanwhile, Non-Performing Loans and Return on Asset have a significant positive effect on stock prices.

Keywords: *Capital Adequacy Ratio, Non Performing Loan, Loan to Deposit Ratio, Return on Asset, dan Harga Saham.*

THE EFFECT OF EXCHANGE RATE, INTEREST RATE, AND INFLATION ON JAKARTA COMPOSITE INDEX (IHSG) DURING COVID-19 PANDEMIC IN INDONESIA

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Abstract

This study aims to test and analyze the effect of macroeconomic factors on the Jakarta Composite Index during the Pandemic of COVID-19 in Indonesia. The macroeconomic factors used in this study as independent variables are Exchange Rate, Interest Rate, and Inflation. While *Indeks Harga Saham Gabungan* (IHSG) or Jakarta Composite Index is used as the dependent variable. This study uses daily data during the pandemic period in Indonesia, from April 2020 to June 2023. The secondary data are obtained from several official websites, such as www.investing.com and www.bi.go.id. The analysis technique used is descriptive analysis and hypothesis testing with STATA tools. The results obtained show that all independent variables have a significant effect on the dependent variable. Exchange rate and interest rate have a negative significant impact on IHSG. Conversely, the inflation effect is positively significant to IHSG. This research adds to our understanding of the financial dynamics in difficult times and provides insightful information for investors, analysts, and policymakers attempting to manage the intricacies of the stock market in the context of COVID-19.

Keywords: COVID-19, Exchange Rate, IHSG, Inflation, Interest Rate, Macroeconomics

BANKING UNCERTAINTY, MARKET STRUCTURE, AND CREDIT; EVIDENCE FROM ASIA

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Abstract

Uncertainty has several unfavorable impacts on bank credit. Banks tend to carry more risk of risk of risk of credit and charge higher lending rates during periods of greater uncertainty. Further research reveals that credit activity under greater market power is less sensitive to adverse uncertainty shocks; in other words, increased competition in the banking system is associated with more substantial consequences of bank credit uncertainty. This study empirically examines the banking uncertainty in commercial bank loans in the Asian region. Furthermore, the study also considers the market structure to influence the relationship (moderating). This study uses panel data from commercial banks in Asian countries during the period 2011-2022 for empirical analysis. The results confirm the finding that there is a negative influence between uncertainty and bank lending. Meanwhile, after considering the structure of the market, the market power has a lower impact on lending. The implication is that when uncertainty is high and the market power of banks is high, banks tend to mitigate their lending well (more optimal screening) resulting in lower lending, despite the positive impact on bank stability.

Keywords: *uncertainty, bank lending, market structure, bank stability, Asia region*

CAN BOYCOTTS INFLUENCE THE ISRAEL-PALESTINE CONFLICT? EXAMINING THE IMPACT ON PRO-ISRAEL COMPANIES' STOCK PRICES IN THE FOOD AND BEVERAGES SECTOR

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Abstract

This paper aims to analyse the influence of boycotts and financial performance on the stock prices of pro-Israel companies in the food and beverages sector during the period 2019-2023. The sample size of this study comprises eight companies from Indonesia and Malaysia. The long-standing conflict between Israel and Palestine has fueled public sentiment towards Israel and increased support for Palestine. One form of support is boycotting pro-Israel companies that are included in boycott movement list. In this study, solvency remains the main consideration for investors, as evidenced by its positive and statistically significant influence on the company's stock prices . Meanwhile, boycotts have a significant impact on stock prices, only in Indonesia.

Keywords: *boycott, israel, palestina, return on assets ratio, Indonesia*

DOES UNCERTAINTY DRIVE HERDING BEHAVIOR IN INDONESIA STOCK EXCHANGE?

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Abstract

Herding behavior increases along with market risk, corporate uncertainty aggregate uncertainty. This research aims to investigate herding behavior in the Indonesian capital market by considering conditions of uncertainty. There are two uncertainty indicators used in this research, namely stock market volatility and COVID-19. By using daily data from companies listed on the LQ45 index, the research found that herding behavior was not detected when using the basic herding model, but when entering transaction volume variables and lagged dependent variables, we found that there was herding behavior during the 2017-2023 period. Furthermore, by including uncertainty variables, our research found an asymmetry of herding behavior: investors tend to herd when the market experiences high volatility and during the COVID-19 pandemic. Outside of these two periods, we found no empirical evidence of herding behavior in Indonesia. These results strengthen the theoretical framework that high uncertainty triggers herding behavior.

Keywords: *herding behavior, market efficiency, uncertainty, COVID-19*

UNVEILING HOW INTERNAL CONTROL FOSTER SUSTAINABLE GREEN INNOVATION ECOSYSTEM: MEDIATING ROLE OF ENVIRONMENT MANAGEMENT ACCOUNTING DATA ANALYTICS

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Abstract

This study constructs and validates a theoretical framework that focuses on the correlation between internal control systems (ICS) and the sustainable green innovation ecosystem (SGIE). Furthermore, it aims to investigate the role of environmental management accounting data analytics (EMADA) as a mediator in the relationship between ICS and SGIE. The current study utilized a methodological approach consisting of three components namely a literature review, expert interviews, and a self-administered survey. The study used structural equation modeling to analyze the proposed model, which was constructed using statistical data gathered from a cross-sectional survey of 583 accountants working in public sector organizations (PSOs). The acquired observations underscored the interdependence and mutual reinforcement of the proposed dimensions. These observations provided guidance for PSO leaders to recognize and take advantage of chances to enhance their effectiveness in the green innovation implementation journey. They also helped in developing strong strategies to efficiently steer their digital transformation process. The work's detailed findings were crucial in enabling policymakers to establish rules and regulations linked to digitalization and green innovation.

Keywords: *Big data; Ecosystem; Environmental management accounting; Green innovation; sustainable development.*

EXAMINING TRANSFORMATIONAL LEADERSHIP: A THEMATIC AND BIBLIOMETRIC LITERATURE REVIEW

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Abstract

In the current era of digitalization, companies across all sectors are undergoing swift and significant transformations. Transformational leadership is receiving increased scholarly attention due to its distinct traits that differentiate it from conventional leadership methods. This study aims to assess the efficacy and theoretical underpinnings of transformative leadership. In order to accomplish this objective, the present study undertakes a thorough and methodical examination of 3195 scientific articles pertaining to transformative leadership. This inquiry employs the SPAR-4-SLR procedure and utilizes several bibliometric analytic methods such as performance analysis and science mapping. The study incorporates many approaches such as content analysis, keyword co-occurrence analysis, and bibliographic coupling. This study provides an analysis of performance measures, such as publishing and citation patterns, notable publications and authors, and the prevailing concepts and subjects within the intellectual framework of the area. Additionally, the study offers recommendations for future research in this area. Hence, there is a need for research on the concept of "green intellectual capital". Additionally, it can be worth contemplating a particular domain that holds the possibility for transformative leadership.

Keyword: *transformational leadership, thematic, bibliometric, literature review*

WORK MOTIVATION OF HIGHER SECONDARY TEACHERS

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Abstract

The term work motivation refers reasons that emanating from individual's intrinsic values to choose to teach and sustaining teaching, and the intensity of teacher motivation which is indicated by effort expended on teaching as influenced by a number of contextual factors. **Atkinson** (1964) defined work motivation as the contemporary immediate influences on the direction, vigour and persistence of action. Teacher's work motivation depends on teacher's assertiveness to his work. Work motivation is a set of active forces that originate within and beyond an individual's, to initiate work-related behaviour and to determine its form, direction, intensity and duration. Work motivation helps a teacher to increase his performance level and willingness towards a task. It is important for any school or college to understand and create a healthy atmosphere to encourage productive and enthusiastic behaviours in teachers. The present study aimed to conduct a differential analysis on the work motivation of higher secondary teachers with respect to certain background variables namely, gender (men & women), marital status (married & unmarried), subject (arts & science) of teacher and locality (rural & urban) and nature (government, govt. aided & self-financed) of school. The teachers working at higher secondary level in higher secondary schools of Karur District of Tamil Nadu State were the population of the present study. The findings of the present study revealed significant difference in the work motivation of higher secondary teachers based on their gender and marital status. Women teachers and married teachers reported to have cultivated better work motivation than unmarried teachers and men teachers. With regard to locality of school, teachers from urban schools were better than the teachers from rural schools in their work motivation. Also, the findings revealed no significant difference in the work motivation of higher secondary teachers based on their subject (arts & science) and the nature (govt, govt. aided & self-financed) of school. It is assured that the findings of the present study would help teachers and administrators of schools to look for the ways of enhancing work motivation in them. Also the findings of the present study would be helpful in imbibing the importance and the needy values of work motivation by the teachers at all levels.

RELATIONSHIP BETWEEN LEADERSHIP CULTURAL CHARACTERISTICS AND JOB PERFORMANCE IN MILITARY UNITS

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Abstract

Leadership has always been a topic of discussion, and for the Volunteer Soldiers, the way of doing things vary from unit to unit due to the different styles of leadership. Scholars began to study leadership theories in the 1930s, starting with "trait theory", followed by "behavioral theory", "contingency theory", and more recently, a new type of leadership theory in the late 1970s (Bryman, 1993). The transformational leadership theory of the new leadership theory covers the characteristics, behaviors, and contexts of the previous theories, and provides leaders with concepts and measurement tools that they can follow. Domestic and international academic research has confirmed the strong correlation between transformational leadership and job satisfaction, motivation, and performance (Bass, 1985; Yukl, 1989). Therefore, the purpose of this study is to investigate what leadership styles volunteer noncommissioned officers use to lead their teams to achieve their performance goals and the correlation with job performance.

Keywords: *Leadership, transformational leadership, job performance*

FACTORS OF POSITIVE LEADERSHIP AFFECTING OPTIMISTIC ATTITUDE TOWARD SELF-EFFICACY IN CLINIC STAFF IN UNIVERSITIES

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Abstract:

Nursing department workers are the largest group in a school clinic. They are also the most important of the human resources. The emotional burden of witnessing the stages of life is accompanied by the heavy work that creates an extremely high level of pressure. This is also an obstacle to a good doctor-patient relationship. Therefore, it emerges as an important research topic that can help to improve the situation as well as promote psychological health and self-efficacy of the school clinic staff. In order to fill in this research gap, school clinic staff of universities in Guangxi Zhuang autonomous region were selected as the research participants. A total of 450 copies of the questionnaire were distributed to the potential respondents. After removing the invalid and incomplete ones, 364 valid copies were retrieved, with a retrieval rate of 81%. The collected data were tested using Amos to understand the relationships among positive leadership, optimistic attitude, and self-efficacy. As a result of the analyses, it was found out that when they have a positive attitude, leaders of the clinic staff in universities can improve the attachment and self-confidence of the school clinic staff. This encourages them to have a higher level of willingness to contribute to the development of the institution. Another finding of the study was that a university leader should adopt a hands-on, positive paradigm to enable continuous development and create a positive working environment. Finally, it was found out that if a university leader builds a positive energy network, he can improve the coherence among the staff and encourage them to be willing to contribute by modelling other workers. According to the results, it is expected that this study will help clinic staff to generate optimistic attitude which promotes self-efficacy.

Keywords: *optimistic attitude, psychological health, school clinic, self-efficacy, university positive leadership,*

HOW PERSONALITY AFFECT LEARNING PERFORMANCE ON BUILDING INTERDISCIPLINARY TEAM

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Abstract

The objectives of higher education should not only be limited to learning professional knowledge, but also help students integrate diverse professional skills and cultivate the ability to collaborate across fields and solve complex problems. This study is based on the core concept of interdisciplinary. The Big-five model and Belbin's role theory as the personality trait classification structure to explore interdisciplinary team members. The interdisciplinary collaborative "Universal Design" course as the research target, students are from three professional disciplines: design, engineering, and nursing. Research results show that design majors are significantly more "Openness to Experience" than others, while nursing students have the lowest emotional stability. They believe that they play the role of "Team Worker" in self-evaluation. Design majors play the role of "Company Worker." Engineering students self-evaluated themselves as "Monitor Evaluator" and "Coordinator" in the pre-test, but in the post-test, they converted to "Planner," "Company Worker" and "Completer Finisher." The pre- and post-test results of the nursing students showed leading role of "Team Worker", but their secondary identity was changed from "Company Worker" to "Resource Investigator." According to the assessment of interdisciplinary ability, the interdisciplinary projects can help students improve their understanding and abilities on teamwork, and they can empathize and solve complex problems from more diverse perspectives. There are eight principles to interdisciplinary course design: Variety of tools, Establishment of diverse background knowledge, Simple and easy-to-understand language explanation and conversion, Clear goals, Constitution of interdisciplinary learning platform, Friendly environment, Counseling mechanism, and Teaching diversity.

CATALYST MSME COMPETITIVENESS: BOGOR REGENCY STUDY

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Abstract

The purpose of this study is to determine the factors that affect MSMEs in Bogor Regency. Competitiveness factors are measured using product advantages, human resources, and product marketing through IT. The sample for this research includes the leading sectors of MSMEs in Bogor Regency, such as footwear, leather craft, and the food sector. The sampling method employs purposive sampling with a total of 100 respondents for the research. Data collection techniques include interviews, observations, and questionnaires. The data analysis method involves conducting instrument tests (validity test and reliability test) and data analysis techniques (multiple linear regression test, determination test, and t-test). A validity and reliability test is conducted with 30 respondents, all yielding valid and reliable results. The t-test results demonstrate that the independent variables, consisting of Quality Product, human resources, and IT marketing, have a significant positive effect on the competitiveness of MSMEs. In the F-test, a significance value smaller than 0.05 is obtained, proving that the independent variables collectively affect the dependent variable. The determination test reveals that Quality Product, human resources, and IT marketing collectively influence competitiveness by 56,7%, while the remaining variance is influenced by factors beyond the scope of this study's independent variables

Keywords: *MSMEs, Competitiveness, Featured Products*

**RESHAPING OF GLOBAL SHIPPING DYNAMICS:
IMPLICATIONS FOR STRATEGIC RESILIENCE
CAPABILITIES, MARKETING CAPABILITIES, SUPPLY CHAIN
ORIENTATION CAPABILITIES AND PORT
COMPETITIVENESS IN INDONESIA**

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Abstract

The phenomenon of dynamic maritime environment have affected port business and it is substantially changing the business environment in which large-scale container trade growth is being facilitated. In this paper will illustrate the dynamic features of port users, discuss the port competition strategy and analyse the marketing strategic for port business under transformation phases. Using qualitative methods using case studies through a literature review and empirical evidence to prove, deepen and expand the results of the study. In this article, we develop and examine the implication such marketing capabilities approach to the effectiveness of the marketing strategies and strategic resilience capabilities to determine sustainable competitive performance. Based on a discussion among with its managements, this paper could prove a conceptual framework in which strategic resilience capabilities and supply chain orientation capabilities have a profound impact on the company's sustainable competitive performance.

Keywords : *strategic resilience capabilities, supply chain orientation capabilities, marketing capabilities, competitive performance.*

EXPLORING TRENDS IN WORK-FAMILY CONFLICT AND GENDER RESEARCH WITH A BIBLIOMETRIC APPROACH

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Abstract

Work-family conflict (WFC) is a role conflict where there are pressures from work that conflict with role pressures in the family. The different roles in the family, which in this case is called gender, creates its own conflict for workers. The relationship between WFC and gender is an interesting topic to research considering the shift in roles between men and women today due to economic demands. This study aims to analyze how the development of WFC and gender research from publications in Scopus. WFC and gender research data were obtained through Scopus database and analyzed descriptively using excel. VOSViewer was also used in the research to see the publication trend with the topic of WFC and gender. The results of research related to work family conflict published based on the Scopus database found as many as 1,932 documents. The analysis shows that research related to WFC and gender keywords has increased every year, where America, Europe and Australia are still the regions with the most WFC and gender research. Most publications related to WFC and gender are in the form of articles that are published in journals with the subject area of social science and gender studies. The keywords between WFC and gender in visualization with VOSViewer show that gender and human are the keywords that appear most often.

Keyword : *Work-Family-Conflict; gender; bibliometric, VOSViewer; scopus*

THE INFLUENCE OF EMOTIONAL INTELLIGENCE ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR WITH JOB SATISFACTION AS MEDIATING VARIABLE AT PT. PLN SOUTH AND CENTRAL KALIMANTAN

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Abstract

The purpose of this research is to examine the influence of emotional intelligence on organizational citizenship behavior with the mediation of job satisfaction at PT. PLN UP2D Kalselteng. The research uses quantitative methods and collects data through field surveys by filling out questionnaires by employees. The research location is at PT. PLN UP2D Kalselteng in Banjarbaru City, South Kalimantan. The unit of analysis of this research is the behavior and emotional reactions of the unit being observed. The population of this research is employees of PT. PLN UP2D Kalselteng, totaling 60 people in the second semester of 2023. The sample used was the entire population, with a "saturated sample" approach. The data collection technique used was distributing questionnaires. The measurement scale used is the Likert scale. The data analysis technique used is Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of Smart PLS software. The results of the research found that emotional intelligence has a positive and significant influence on job satisfaction and organizational citizenship behavior among employees of PT. PLN UP2D Kalselteng. The results of the study suggest that developing emotional intelligence in employees can lead to improved job satisfaction and organizational citizenship behavior.

Keywords: *emotional intelligence, job satisfaction, organizational citizenship behavior*

Analysis of Quality Control for Furniture Production Using Pareto Diagram and Fishbone Diagram at PT. SKM Jati

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Abstract

This research aims to describe Quality Control in Improving the Production Efficiency of Tables and Chairs Using Pareto and Fishbone Diagrams at PK. SKM JATI. The type of research used is qualitative descriptive with secondary and primary data, which is intended to collect data and information about a problem and facts related to the object and the research site as they are during the study. This research was conducted in Madiun Regency by interviewing the owner of PK. SKM Jati. Data collection techniques used in this study include in-depth interviews, observations, and documentation techniques to obtain accurate data for creating Pareto and fishbone diagrams. The research results show that PK. SKM Jati still faces obstacles that hinder production efficiency, with defects such as holes in the wood, moist wood, and varnish failures. The highest production failure rate is varnish failure, followed by holes in the wood, and lastly, moist wood. Through fishbone diagram analysis, four main problems are identified: people, materials, machines, and methods.

Keywords: *Quality Control, Fishbone Diagram, Pareto Diagram*

THE IMPACT OF CULTURAL DIFFERENCES ON LEADERSHIP STYLES: A SYSTEMATIC LITERATURE REVIEW

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Abstract

This study synthesizes the findings from a systematic literature review of 58 articles which then was curated into 18 articles, focusing on the relationship between personality traits and leadership effectiveness across different cultural contexts. The study aimed to explore how cultural differences influence the impact of personality traits on leadership outcomes. The literature review revealed that certain personality traits, such as extraversion, conscientiousness, and openness to experience, are generally associated with effective leadership across cultures. However, cultural differences can significantly impact how these traits are perceived and valued in leaders. The study also highlighted the importance of considering cultural dimensions such as performance orientation, assertiveness, future orientation, humane orientation, institutional collectivism, in-group collectivism, gender egalitarianism, power distance, and uncertainty avoidance in understanding leadership effectiveness across cultures. The GLOBE study, which examined leadership across 62 cultures, found that certain leadership styles, such as charismatic and group-oriented leadership, were generally effective across cultures, while others, like self-protective leadership, were less effective. Furthermore, the review emphasized the role of cultural variations in leadership styles, with different cultural clusters having distinct preferences for leadership communication styles. For example, the Middle Eastern cluster preferred a more traditional leadership profile that included attributes such as familial, humble, faithful, self-protective, and considerate. In conclusion, the study underscores the complex interplay between personality traits and cultural differences in shaping leadership effectiveness. Understanding these cultural variations is crucial for developing effective leadership strategies that can be applied globally.

Keywords: *Personality Traits, Cultural Differences, Cross-Cultural Leadership, Leadership Effectiveness.*

HOW 'ETHICAL LEADERSHIP AND WORK CLIMATE' DRIVE JOB SATISFACTION: INSIGHTS FROM BANJARMASIN'S HEALTH DEPARTMENT

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Abstract

This research aims to analyze the influence of ethical leadership (X1) and ethical work climate (X2) on job satisfaction (Y) in employees of the Banjarmasin City Health Service, South Kalimantan Province, Indonesia. This quantitative research used a structural equation modeling (SEM) approach using SmartPLS. The population in this study was all employees of the Banjarmasin City Health Service, totaling 92 people. The total sampling technique of non-probability sampling was used. Findings showed that ethical leadership positively affects job satisfaction among Banjarmasin City Health Service employees. Furthermore, it showed that ethical work climate positively affects job satisfaction among Banjarmasin City Health Service employees.

Keywords: ethical leadership, ethical work climate, job satisfaction, structural equation modeling.

THE INFLUENCE OF E-SATISFACTION, E-SERVICE QUALITY, E-TRUST ON SHOPEE MARKETPLACE CUSTOMER E-LOYALTY

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Abstract

This research aims to test the Influence of e-satisfaction, e-service quality, and e-trust on the e-loyalty customer marketplace Shopee. The approach used in this research is quantitative, with a casual associative research type. The sampling method used nonprobability sampling with a purposive sampling method for 384 users of the Shopee marketplace application. Data collection uses a Google Form questionnaire distributed on WhatsApp, Instagram, and Facebook—data analysis using SmartPLS 4.0 software. The result found that e-service quality, e-trust, and e-satisfaction are essential to developing e-loyalty toward customers in Shopee's marketplace. This study also found that e-satisfaction has a role in building e-trust.

Keywords: *e-satisfaction, e-service quality, e-trust, e-loyalty customer, Shopee marketplace*

THE ROLE OF CONSUMER SATISFACTION IN MEDIATING THE EFFECT OF SERVICE QUALITY ON SOUVENIR ANTIK KAPUAS CONSUMER LOYALTY IN CENTRAL KALIMANTAN PROVINCE, INDONESIA

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Abstract

This study was conducted in the field of marketing management with the objective of enhancing consumer loyalty by focusing on consumer satisfaction as a mediator. The research examines the direct and indirect effects of service quality on consumer loyalty, taking into account customer satisfaction as an intervening factor. A quantitative research approach was employed, and the target population and sample consisted of customers or individuals who had made purchases at Souvenir Antik in Dahirang Kapuas City, Central Borneo-Indonesia. The study included 100 respondents who were customers of Souvenir antik. The results indicate that service quality has a positive and significant impact on customer satisfaction. Furthermore, service quality also has a positive and significant influence on consumer loyalty. It was also found that consumer satisfaction has a positive and significant influence on consumer loyalty. The findings demonstrate that service quality positively and significantly affects customer loyalty through customer satisfaction. In future research, it would be beneficial to include market orientation as an additional variable to further expand the scope of the study.

Keywords: *Service Quality, Consumer Satisfaction, Consumer Loyalty*

THE ROLE OF TRANSFORMATIONAL LEADERSHIP IN IMPROVING INNOVATIVE EMPLOYEE WORK BEHAVIOUR; ORGANIZATIONAL CITIZENSHIP BEHAVIOURS AS A MODEL OF MEDIATION

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Abstract

For a company to succeed in dynamic circumstances, it is vital to have leaders who are actively involved and focused on effectively addressing the issues. This emphasizes the need of proficient leadership in the present intricate and constantly evolving planet. Evaluating the influence of "organizational citizenship behavior" on innovative work behaviors in two varieties of OCBs (OCBi and OCBo) is the primary objective of this research. Data from a sample of 103 randomly selected officers were analyzed using the smartPLS bootstrap method to evaluate the hypothesis. In addition, the study utilized the Upsilon statistical method to quantify the magnitude of the influence of mediation. To examine the effect of mediation on fostering innovative employee work behaviors and facilitating transformational leadership styles, these developments have produced two distinct categories of OCBs. According to the study results, the correlation between OCBi and OCBo was fully mediated. This article presents and analyzes the significance of the results obtained from the hypothesis test.

Keywords: *Transformational leadership, Innovative working behavior; organizational citizenship bevi-or-i, organizational citizenship bevi-or-o*

THE INFLUENCE OF WORK DISCIPLINE AND WORK MOTIVATION ON EMPLOYEE PERFORMANCE AT PT. KETAPANG SUBUR LESTARI

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Abstract

This study aims to examine the effect of work discipline and work motivation on employee performance at PT Ketapang Subur Lestari. In this study the data was obtained by distributing questionnaires to 40 employee respondents at PT Ketapang Subur Lestari. The approach in this study is quantitative research used to determine the effect of work discipline and work motivation on employee performance at PT Ketapang Subur Lestari. The data collection technique used is purposive sampling technique based on certain criteria so that 40 employees who meet the criteria are obtained. The research data collection method is using a questionnaire, and the results are analyzed using SPSS. The results of this study indicate that work discipline has a t value of 2.432 greater than t table 2.026 and a significant value of $0.020 < 0.05$, which means that it shows that the work discipline variable has a partially significant positive effect on employee performance is accepted. For work motivation variables, the t value is 4.707 greater than the t table 2.026 and a significant value of $0.000 < 0.05$, which means it shows that work discipline variables have a partially significant positive effect on employee performance is accepted. Then the calculated f value is 15.222 with a significance of $0.000 < 0.05$, which means it shows that the work discipline and work motivation variables have a significant positive effect simultaneously on employee performance.

Keywords: *Work Discipline, Work Motivation and Employee Performance*

QUALITY OF WORK LIFE AND CHANGE MANAGEMENT

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Abstract

The concept of Quality of Work life (QWL) means having a work-environment where an employee's activities become more important by implementing procedures or policies that make the work less routine and more rewarding for the employee. Results of high QWL are low absenteeism, high performance, and higher morale. To apply a new philosophical foundation in the organization, change management is needed. The objective of this study is to apply the QWL concept in a steel company located in East Java. Change management is needed to start the change process. The construct of QWL used are from the European Foundation for the Improvement of Living and Working Condition (EWON, 2002). The respondents are 24 people as the head of division and head of section. This study uses action research design conducted in a company, by applying the concept of change management from Lewin, which includes the stages unfreeze, move, and freeze. The given program is unfreeze program in a form of training with the aim to establish a self-awareness of employees to deal with change. The results obtained indicate that the program can unfreeze done to raise awareness of employees to change.

Key words: *Quality of Work Life, EWON 2002, change management, Lewin.*

EVALUATION OF THE GOODS/SERVICES PROCUREMENT TRAINING IMPLEMENTATION AT THE GOODS/SERVICES PROCUREMENT WORK UNIT (UKPBJ) OF TANAH LAUT REGENCY

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Abstract

The purpose of this study is to evaluate the effectiveness of the training implementation process, the effectiveness of the results of the training implementation and the gap in the effectiveness of the implementation of government goods/services procurement training in the Goods/Services Procurement Work Unit (UKPBJ) Tanah Laut Regency. The research method used is a qualitative research method using the Discrepancy Evaluation Model (DEM) by Malcolm Provus, the ADDIE model as a component of training evaluated in the DEM and using Kirkpatrick as a benchmark for training effectiveness. Research informants are officials of UKPBJ Tanah Laut Regency, employees of UKPBJ and employees at SKPD Tanah Laut Regency. Research focused on training, training effectiveness and training evaluation. The sub-focus of research is training needs analysis and training design, training development, training implementation, evaluation of training implementation and impact. The conclusion of this study is 1) Analysis of training needs and training design, there is a gap or mismatch between S (standard) and or with P (Performance); 2) Development of training with training preparation, there is conformity between (standard) and or with P (Performance); 3) Implementation of training, there is conformity between (standard) and or with P (Performance); 4) Training evaluation, there is a conformity between S (standard) and or with P (performance) related to training monitoring, there is a gap or discrepancy between S (standard) and or with P (Performance) related to training evaluation and the results of the training carried out have a positive impact on the institution that sends its participation; 5) The impact of training, there is a conformity between S (standard) and or with P (Performance).

Keywords: *Discrepancy Evaluation Model, Training, Training Effectiveness, UKPBJ.*

THE INFLUENCE OF COGNITIVE DIVERSITY ON TRANSACTIVE MEMORY SYSTEMS MODERATED BY MEMBERS' GOAL INTERDEPENDENCE IN WORK TEAMS

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Abstract

The transactive memory system (TMS) assumes the existence of cognitive interdependence among individuals in close relationships due to the memory limitations that individuals have. This condition encourages transactions to complement each other's limitations through a series of communication processes. Individuals understand each other's skills and take responsibility for each of their skills when performing team tasks. Research on transactive memory systems (TMS) shows the potential to understand the mechanisms of knowledge utilization and integration in groups. This study aims to examine the influence of cognitive diversity as an antecedent relevant to TMS and group tasks. Secondly, it tested the moderating role of goal interdependence on the effect of cognitive diversity on TMS. The sample consisted of 48 work teams from a wide variety of organizations in Indonesia. Hypothesis testing using hierarchical regression analysis confirmed the positive linear relationship between cognitive diversity and TMS as well as the moderating influence of goal interdependence. This research confirms members in the team lead to cooperative rather than competitive situations so that the cognitive diversity of each individual can complement each other and be useful in completing team tasks.

Keywords: *Cognitive Interdependence, Transactive Memory System, Cognitive Diversity, Goal Interdependence*

HOW TO COPE FROM A TOXIC LEADERSHIP: THE CASE OF PUBLIC ORGANIZATIONS

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Abstract

The career ladder system in Public Organizations tends to be hierarchical or top-down, where the existence of leadership is determined by higher leadership. This pattern is similar to most other organizations, where managerial determination is carried out by the top leader or a system where the policy rests with the top leader, causing staff elements not to take part in determining the leader. With this concept, at the managerial level, especially low and middle managers, tend to be more focused on working in accordance with the leaders above them, and pay less attention to the condition of their subordinates, because the one who determines their career pattern is the higher superior. Such levels of hierarchy are felt, especially in government organizations, resulting in staff elements only being able to accept whatever conditions their leaders have, and their only choice is to stay at work or leave.

In Public Organizations in Indonesia, the possibility of employees resigning is very small, this is because employee retention in the government sector is good, and there is even a tendency to become a favorite job because the stability of civil servant is maintained. In the Regional Apparatus X, the research location, employee performance assessments are carried out every month through Employee Performance Targets and assessed by the direct superior, so in any case every employee must continue to perform, adapt and be loyal to any type of leader. To reduce bias, this research was conducted by first identifying whether the respondent had a toxic leader, because the perception of the same leader may be different for several staff members. Therefore, using the snowball sampling method, researchers determined respondents and got 15 respondents from Regional Apparatus Organization.

The condition of a toxic leader is a crisis condition that may affects employee resilience in performing. Employee behavior in an effort to survive with a toxic leader and continue to perform needs to be understood as a crisis incident phenomenon in the organization. This research contribute to the development of SDGs 8, Decent Work and Economic Growth, specifically on Quality of Work. Keywords: Toxic Leader, Organizational Crisis, Coping Strategy, Public Organizations, Decent Work and Economic Growth, Quality of Work.

THE INFLUENCE OF DIGITAL LEADERSHIP ON INNOVATION PERFORMANCE BY MEDIATING EMPLOYEE CREATIVITY

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Abstract

Innovation has become an important part of organizational strategy to achieve competitive advantage in the era of digitalization. This research aims to examine the influence of digital leadership on innovation performance, with employee creativity as a mediating factor. Methods: This research is a quantitative research using primary data obtained through a questionnaire survey of employees at a company in Indonesia which operates in the field of fertilizer production. The measurements were carried out using a Likert scale and data analysis was carried out with the help of the PLS-SEM tool. Research findings show that digital leadership has a positive and significant effect on innovation performance and employee creativity. Apart from that, employee creativity also has a significant effect on innovation performance and mediates the relationship between digital leadership and innovation performance. This research shows that effective digital leadership can increase innovation performance in the workplace by supporting employee creativity. This study fills the literature gap by exploring digital leadership as the main predictor of employee creativity at the micro level. The results provide valuable insights for leaders and management in responding to environmental changes by creating innovation.

CHANGE MANAGEMENT : MULTI-PARTNERSHIP COLLABORATION TO GREEN-SOCIO-ENTREPRENEURSHIP IN THE ELEPHANT WONG RIVER AREA IN DIY

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Abstract

This research aim For know condition of the river area after the 2006 earthquake in Yogyakarta, especially in the area Gajah Wong river, from seedy become a green area, through socio- entrepreneurship approach supported the existence of multi-collaborative partnerships initiative alignment and integrated left condition environment edge the river is getting bigger seedy. They building semi-permanent homes that narrow down wide river, mining illegal sand and logging trees, even For sufficient need life they scavenging and raising livestock including goats, pigs, cows, geese and so on. Everyone cooperates party must put forward benefit all party especially for inhabitant affected must There is solution, one of them with approach green socio- entrepreneurship, that is finish issue social benefits Can enjoyed by all party or the result give contribution positive to public surroundings / community wide with outlook environment green. One of them happened in the Bendung area Lepen, Sunagi Gajah Wong, DIY. Efforts made by the Government and the Council make wisdom with issued a Decree/SK for slum areas. The existence of this decree is for entrepreneurs Can involved in arrangement areas, including in the river area. Through Irrigation Movement Clean from Yogyakarta to Indonesia, channel irrigation For keep fish direct without karamba, Inhabitant organized and guided For selling in this area with implement Gandheng Gendhong.

Keywords: change Management¹, multi-partnership collaboration², green socio-entrepreneurship³, green environment⁴, initiative alignment integrated⁵

THE EFFECT OF SHRM ON FIRM PERFORMANCE MEDIATED BY OPERATING STRATEGY AND ENTREPRENEURIAL ORIENTATION

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Abstract

SHRM is the result of management's inclination toward strategic organization when all business functions try to link their work methods and practices with corporate strategy in order to achieve optimal organizational performance. This study aims at the effects of SHRM on Firm Performance mediated by operation strategy and entrepreneurial orientation. The study approach was carried out by collecting data through questionnaires through surveys. The respondents in this research were employees of UMKM in the fields of handicraft, totaling 60 respondents. The data analysis technique uses Partial Least Square (PLS). The results of this study indicate that SHRM has a positive and significant effect on firm performance, entrepreneurial orientation, and firm performance through operation strategy, operation strategy has a positive effect on firm performance, SHRM has a negative and insignificant on firm performance, entrepreneurial orientation. The result of this study have a theoretical contribution for future research and a practical contribution for business people, especially UMKM in order to improve their operational performance orientation has a negative and insignificant effect on firm performance, and SHRM has a negative and insignificant of firm performance through entrepreneurial orientation.

Keywords: *SHRM, Firm Performance, Operation Strategy, Entrepreneurial Orientation*

THE KEY FACTORS DETERMINE TO THE LECTURERS' WORK MOTIVATION

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Abstract

The study's objective is to identify, measure, and evaluate the factors influencing on the lecturers' work motivation in Dong Nai and Binh Duong provinces. The survey yielded 175 valid responses out of 196 questionnaires. After assessing the reliability of the measurement scales through Cronbach's Alpha test, the study conducted the following analyses: Exploratory Factor Analysis (EFA), KMO analysis for dependent variables, correlation analysis, linear regression analysis, ANOVA analysis, Scatterplot test and standard deviation error test. Based on the research's findings, five factors influencing on the lecturers' work motivation were identified, including: Income and benefits, training and development, leadership style, work environment, and job characteristics. Consequently, the study suggests managerial implications to assist universities in formulating recruitment strategies, maintaining and developing a suitable faculty team.

Keywords: *work motivation, lecturer, leadership style, training and development*

HR RISK ANALYSIS AND EMPLOYEE PERFORMANCE: IMPLICATIONS FOR HR MANAGEMENT

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Abstract

The COVID-19 pandemic has brought about changes in various sectors of life. One of them occurs in the system and work patterns. PT XYZ is one of the companies in Indonesia which has its role in improving the welfare of the lower-class community. During the COVID-19 pandemic, PT XYZ continued to carry out work from the office because transactions between employees and customers had to be carried out directly. This increases the occurrence of human resource risks for employees. This study aims to identify the perception of resource risk and analyze human resource management and employee performance, as well as the effect of risk and human resource management on employee performance. The data used in this study are primary and secondary, then analyzed quantitatively using descriptive analysis methods and SEM-PLS. PT XYZ is dominated by 55% are male, 46.4% are 31-35 years old, 83.6% have a bachelor's degree, 37.9% have a corporate title as cashier, 44.3% have worked 6-10 years, 60.7% have work experience, and 71.4% have experienced job rotation. Employees' perceptions of human resource risk, employee performance, and human resource management are mostly positive. The results of the SEM-PLS analysis show that the risk of human resources and human resource management has a positive and significant effect on employee performance. Meanwhile, human resource management as a moderating variable is not able to moderate or strengthen the influence of employee competence on employee performance.

Keywords: *employee performance, human resource management, human resource risk, SEM-PLS.*

GREEN TRANSFORMATIONAL LEADERSHIP IN IMPROVING IN-ROLE AND EXTRA-ROLE PERFORMANCE; GREEN HUMAN RESOURCE MANAGEMENT AS MEDIATION

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Abstract

Sustainability and environmental responsibility are becoming increasingly important in public-sector organizations, especially for government offices in the districts. Although large corporations have been the focus of much research on sustainability practices on environmental responsibility, governance offices play an important role in the environmental impact of their activities. This research aims to explain the role of green human resource management in mediating the relationship between green transformative leadership behavior in improving performance within and outside the role that environmentally friendly staff. Using 97 civil government officials as samples, the study tested the hypothesis with the bootstrapping method on smartPLS version 4, as well as the size effect mediation with upslon (ν) statistics. The findings indicate that GHRM is able to mediate the relationship between GTL and IRGP and also between GTL and ERGP. These results prove that G HRM is capable of being a partial mediator in this study. The limitations and recommendations for further research are described in this article.

Keywords: *Green Transformational Leadership, Green Human Resource Management, In-Role Green Performanca, Extra-Role Green Performance.*

KNOWLEDGE-ORIENTED LEADERSHIP AND GREEN HUMAN RESOURCE MANAGEMENT IN IMPROVING GREEN WORK INNOVATIVE BEHAVIOR; WITH THE MEDIATION MODEL

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Abstract

The research explores the relationship between knowledge-oriented leadership, green human resource management practices, and the innovative behavior of green workers in the context of small enterprises in Central Kalimantan, Indonesia. The study aims to fill gaps in existing research by investigating how these leadership and HR practices affect employee involvement in environmentally friendly initiatives and innovative work behavior. By examining the role of mediators of environmentally sound human resource factors and environmentally friendly employee engagement, the study seeks to provide new insights into the mechanisms through which knowledge-oriented leadership and green HRM can drive sustainability and innovation in organizations. Data was collected from employees working in micro and small businesses in Central Kalimantan, Indonesia. A total of 114 online questionnaires were filled out by employees working at 32 SMEs. Using the size effect test method of mediation with upsilon (v) statistics provides an explanation of how strong the mediation influence in this study is. Research findings suggest that green work engagement mediates the relationship between green human resource management and green work innovative behavior.

Keywords: *Knowledge-Oriented Leadership, Green Human Resource Management, Green Work Innovative Behavior, Green Work Engagement*

GREEN HRM AND ORGANIZATIONAL CULTURE MEDIATED BY CHANGE MANAGEMENT TO IMPROVE PERFORMANCE PT. HUTAN SAWIT LESTARI IN CENTRAL KALIMANTAN, INDONESIA

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Abstract

Research in the field of HRM, in improving public service performance at PT. Hutan Sawit Lestari, Central Kalimantan Province. The important role of mediating effectiveness of Green HRM and change management in improving performance, based on TPB theory as the main foundation in achieving performance and developing the abilities of employees who are productive, skilled and creative in the work environment and work relationships. The research was conducted quantitatively with questionnaires to 50 employees and analyzed with Smart PLS 3.0, the results showed significant and positive green human resource management and change management as skill strategies in improving performance with skills, creativity, knowledge and change management to improve performance. The implications of the results show that green HRM and change management can be an HRM management strategy in increasing the effectiveness of performance.

Keywords: *TPB Theory, Green HRM, Change Management, Effectiveness, Performance*

ANALYSIS OF THE CONTRIBUTION OF HRM TO THE PROCESS OF POAC IN IMPROVING THE QUALITY OF TEACHERS AT SDIT AZ ZAHRA RANTAU, TAPIN REGENCY

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Abstract

This study analysed the contribution of human resource management (HRM) to the processes of planning, organizing, actuating, and controlling (POAC) in improving teacher quality at SDIT Az Zahra Islamic elementary school in Tapin Regency, South Kalimantan Province of Indonesia. A qualitative case study approach was employed involving interviews with the school principal, foundation representatives, and teachers, as well as classroom observations and document analysis. The findings revealed SDIT Az Zahra implements the POAC framework effectively in its HRM practices. The planning stage involves needs assessment through surveys and performance data analysis. Organizing prioritizes task delegation and program coordination aligned with identified needs. Actuating centres on delegation, rewards, and a supportive work environment. Controlling includes regular program evaluations and feedback mechanisms. While teachers valued training opportunities, there was a need for more skills-focused and personalized development. Challenges in integrating faith, knowledge and technology into lessons were also identified. Recommendations include pursuing partnerships for shared resources, leveraging technology for teacher development, and benchmarking with other schools. Overall, SDIT Az Zahra's data driven HRM approach utilizing POAC shows promise for maintaining high teacher quality and achieving academic excellence. The study contributes insights into improving HRM alignment with organizational goals in Islamic educational institutions.

Keywords: *Human Resource Management, POAC, Islamic Education, Quality of Teachers*

SUPPLY CHAIN DIGITIZATION, FLEXIBILITY, AND AGILITY: A SEQUENTIAL MEDIATION ANALYSIS OF SUPPLY CHAIN PERFORMANCE IN THE APPAREL INDUSTRY

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Abstract

In Today's Dynamic And Competitive Business Landscape, Apparel Manufacturers Are Increasingly Turning To Supply Chain Digitization To Improve Performance. While Supply Chain (SC) Digitization Is Gaining Traction As A Performance Enhancer, Research On Its Impact, Particularly In Bangladesh, Remains Limited And Inconclusive. This Study Investigates The Sequential Mediating Effects Of SC Flexibility And SC Agility On The Relationship Between Digitization And SC Performance, Utilizing A Dynamic Capabilities Framework. Survey Data From 160 Bangladeshi Apparel Manufacturers Were Analyzed Using The Partial Least-Squares-Based Structural Equation Modeling (SEM) With Smartpls Software. Mediation Effects Were Assessed Using The Hayes PROCESS Macro. SC Digitization Was Found To Have Both Direct And Indirect Effect On SC Chain Performance. Interestingly, SC Agility Did Not Directly Mediate The Relationship Between SC Digitization And SC Performance, While SC Flexibility Emerged As A Significant Independent Mediator. However, The Study Supports The Serial Mediation Model, Where SC Digitization Was Found To Exert Its Influence On SC Performance Through A Sequential Pathway Mediated By Both SC Flexibility And SC Agility. These Findings Contribute To A Nuanced Understanding Of Supply Chain Digitization's Role In Enhancing Performance Within The Apparel Industry Through The Lens Of Dynamic Capability Theory. It Also Offers Actionable Insights For Apparel Manufacturers Seeking To Leverage SC Digitization For Improved Performance.

Keywords: *Supply Chain Digitization, Supply Chain Flexibility, Agility, Dynamic Capabilities*

GREEN TRANSFORMATION AND PUNISHMENT IN MACHINERY MANUFACTURES FOCUS ON SUPPLY CHAIN IN TAIWAN'S IT INDUSTRY

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Abstract

Toward the goal of achieving Carbon Neutrality (CN) by 2050, governments and companies are seeking strategies to balance economic and environmental measures. In response to this market environment, the purpose of this paper is to examine the efforts of machinery manufacturers to achieve Green Transformation (GX) and contribute to CN. The Scope of the study in this paper is the major machinery manufacturers (heavy electrical machinery industry, aircraft industry, automotive industry, and IT industry) and suppliers in their supply chains. This paper examines the difference in the weight of Scope 3/Category 1 (Purchased Goods and Services) and Scope 3/Category 11 (Use of Sold Products) when calculating Green House Gas (GHG) emissions based on the GHG protocol. Based on interviews with IT manufacturers and financial institutions in Taiwan, the study found that suppliers, especially those in the IT industry supply chain, are subject to strict monitoring of GHG emissions by the large machinery manufacturers that manage the supply chain, with strict accounting and emission reduction requirements, as well as penalties such as suspension of trade. The paper also suggested that, in order to avoid punishment, suppliers in the IT industry supply chain will make more progress in addressing GX than companies in other machinery manufacturers' supply chains and accelerate their efforts to introduce measurement systems with GHG emissions visualization tools and to reduce emissions themselves.

Effects Of Supply Chain Visibility And Flexibility On Key Account Management Capability

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Abstract

Academics and practitioners have increasingly been paying attention to key account management (KAM) capability. Most research on KAM has focused on KAM conceptualization and sales teams' service provision and performance. The purpose of this study was to fill the research gap regarding the enhancement of KAM capability by using supply chain strategies. From the perspective of contract manufacturers, we proposed that supply chain strategies influence KAM capability. The various strategies in a supply chain include supplier development and improving supply chain visibility and flexibility. Studies have also suggested that KAM capability has a positive influence on relationship performance. A questionnaire survey was employed to gather information from managers in the electronics manufacturing industry to test the research model and hypotheses. The findings indicate that supply chain visibility and flexibility positively affected KAM capability, which had a positive effect on relationship performance. However, the direct effect of supplier development on KAM capability was nonsignificant.

Keywords: *Supply chain visibility, Supply chain flexibility, Key account management capability*

TRANSFORMATION DIGITAL SUPPLY CHAIN MANAGEMENT IN AGRICULTURE: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Regardless of the times that are increasingly growing and developing. The transformation of farming activities also needs to be adjusted. What is usually called digital transformation combined with supply chain management. This paper aims to look at recent knowledge trends and development strategies in supply chain activities in agriculture. The writing method uses *Systematic Literature Review* (SLR), bibliometric analysis, and *crucial route main path analysis*. The results of this research show that there is an emerging knowledge trend regarding digital transformation in agriculture. Hopefully, this research can become a reference for scholars, academics and agribusiness practitioners in developing agriculture in Indonesia as a form of Sustainable Development Goals (SDGs) 2030, one of which is alleviating poverty among farmers. Then, it can become a recommendation and evaluation for all marketing channels in the management supply chain, especially farmers and companies and become a reference for the government in determining policies that lead to farmer welfare.

Keywords: *supply chain management, supply chain, digital transformation, agriculture*

UNVEILING THE DRIVERS OF HALAL LOGISTICS: A COMPREHENSIVE LITERATURE REVIEW

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Abstract

Halal has transcended its religious origins to become a global business model embraced by numerous enterprises, including non-Muslim entities, with a strong emphasis on quality, safety, and welfare. Indonesia, characterized by its predominantly Muslim population, has formulated a comprehensive roadmap for the development of the halal industry through the Sharia Economic Master Plan. The substantial potential of the halal market in Indonesia incentivizes logistics providers to implement halal supply chains, which are instrumental in ensuring product integrity from suppliers to end consumers. Nevertheless, the effective implementation of halal logistics necessitates further development and support from internal factors such as employee satisfaction and motivation, digital technology adoption, and resource availability. This study aims to delve into the challenges and determinants that drive the development of halal logistics in Indonesia. Employing a systematic literature review methodology, this research synthesizes findings from 25 selected scientific articles out of 200 that examined digital logistics over the past three years. The results indicate that digital logistics significantly enhances both supply chain performance and overall business performance, encompassing financial and non-financial metrics. The optimization of halal logistics critically depends on robust internal factors and company resources. The novelty of this research lies in identifying financial investment as a pivotal aspect of the activation and registration of halal logistics certification, alongside its effectiveness in augmenting supply chain performance. Furthermore, the bureaucracy involved in halal logistics certification and supportive government policies are crucial in reinforcing the efficacy of halal logistics in boosting business performance. This study makes a theoretical contribution by expanding the existing literature on halal logistics and identifying the key factors influencing its success. Additionally, the managerial implications of this research are poised to assist logistics managers in formulating more effective strategies for the integration of halal standards into their operations. Furthermore, the findings are expected to provide a foundation for government policymakers in developing supportive policies and regulations to foster the growth of halal logistics in Indonesia. With appropriate policy support, the halal logistics ecosystem is anticipated to flourish, yielding significant economic benefits and bolstering Indonesia's position as a global hub for the halal industry..

Keywords : *Halal Logistic, Sustainable Logistic, Business Perfomance, literature review, supply chain*

MANAGEMENT CONTROL SYSTEM AND AUTOMATION IN INDONESIAN FINTECH COMPANY

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Abstract

FinTech promises to reshape the financial industry by cutting costs, improving the quality of financial services, and creating a more diverse and stable financial landscape. The technological developments like automation allow FinTech to disintermediate traditional financial firms with unique, niche, and personalised services. Automation is a formal control that provides rules and standardizations that should be complied with. Thus, the implementation of automation would reduce human participation, standardize labour and regulated behaviour in a predictable/programmable environment. However, it does not necessarily work effectively in a dynamic environment especially in FinTech company. It needs to have balance between rigid and flexibility in the implementation control system and automation. draw analysis in the field of human-machine interactions in the dynamic environment, Adler and Borys (1996) offer a framework for thinking through the notion of automation related managerial competence. This framework is relevant since it is developed from detailed analysis of technical design characteristics together with an overarching philosophy of control through which these technical characteristics may be expected to shape action. In addition, the study focuses on investigate and examine role Adler and Borys (1996) control framework in the automation in FinTech company. The study uses quantitative method with using the population of FinTech in Indonesia as sample of study. There are 159 FinTech company registered in OJK-Indonesia and 134 FinTech company collected as sample of study. Using the smart-pls, the study finds that FinTech company adopt a more inclusive and collaborative approach, leveraging automation to augment employee skills rather than replacing employee entirely thus FinTech performance improved and able to survive in the business competitive

Key words: *Management control system, Automation, Firm Performance, FinTech*

A Study on the Feasibility of Generative AI in Substituting Visual Design

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Abstract

In today's rapidly developing world, the emergence of artificial intelligence (AI) technology has brought significant changes across various domains such as economy, society, technological advancement, and daily life. AI technology has enhanced productivity and efficiency in numerous industries. However, its advent has also led to shifts in labor demands. This study specifically explores the field of creative arts and design, where AI technology offers efficient and highly convenient creative tools. Through machine learning and deep learning algorithms, AI can automatically generate high-quality images and design elements, enabling creators to expedite their creative processes.

Despite the benefits AI brings, it also poses several threats and challenges. When creators utilize AI-generated images, issues related to copyright and originality may arise, potentially impacting the intrinsic value of their creations. The motivation of this study is to investigate whether generative AI technology possesses sufficient capability to potentially replace professionals in the visual design industry, and to assess its feasibility and effectiveness in practical applications.

This research employed Microsoft Bing Copilot AI to generate visual artworks based on specific keywords, which were then compared with visual designs created by human designers using the same keywords. This comparative analysis aims to explore the technical feasibility of generative AI in the field of visual design, as well as its creative potential and limitations. The results indicate that AI-generated works have achieved a certain level of proficiency in expression and overall richness, suitable for regular and concrete design creation tasks. However, artworks created by human visual designers often retain more space for contemplation and better convey the intrinsic meanings of the keywords. This study highlights that both AI and human designers exhibit distinct modes of expression.

Keywords: *Artificial Intelligence (AI), Visual Design, Emotional Lexicon*

STRATEGIES FOR ENHANCING AUDIENCE ENGAGEMENT IN CULTURAL EXHIBITION SPACE DESIGN

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Abstract

In this study, we explored strategies to enhance audience engagement through cultural exhibition space design. Utilizing the Evaluation Grid Method (EGM) and the Kano Two-Dimensional Quality Model, this research aims to identify key spatial design factors that influence emotional and cognitive engagement from the consumer's perspective. This includes examining how spatial layout, interactive devices, and the presentation of cultural elements can enhance the overall experience of the audience. The research methodology combined in-depth interviews and surveys, providing data that helped us analyze which design features most effectively capture and maintain audience interest and participation. The findings of this study offer specific guidance for cultural exhibition designers to improve exhibition space design, thereby attracting more audience participation and enhancing the educational and entertainment value of exhibitions. The study emphasizes the importance of innovative space design in increasing audience engagement in cultural exhibitions, providing an empirical foundation for future exhibition design practices.

Keywords: *Cultural exhibition, space design, Evaluation Grid Method, Kano Two-Dimensional Quality Model.*

A STUDY INVESTIGATION INTO METAL CREATIVE PRODUCT DESIGN EXPLORATION ON YOUNG DESIGNER AND INNOVATION

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Abstract

The concept of art and design has mostly focused on artistic expression from ancient times to the present, with less emphasis on the development of design methods based on applying artistic concepts. In the field of public art design, the application of artistic concepts is even more niche. The inheritance and development of metal craft skills often face challenges from market impacts and talent cultivation gaps. By injecting diversified design concepts, innovative thinking patterns, and increasing the warmth of humanistic care imagery and emotional transmission in craft design, we aim to cultivate a new generation of designers to inherit the tradition of metal crafts.

The purpose of the study was to explore the development trends of the metalwork and design and jewelry design industry in Taiwan. In addition, the study also discuss the impact on the succession willingness of the younger generation of designers, as well as the potential for innovative design in metal crafts.

Keywords: *metal creative product design, innovative thinking, warmth of humanistic care*

AN EXPLORATION OF AESTHETIC AND VISUAL PERCEPTION PRINCIPLES APPLYING ON PRODUCT DESIGN IN POSTMODERNISM

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Abstract

Postmodernism or Post-Modern style has influenced contemporary design thinking and design itself as an activity. This study summarizes 28 post-modern seat samples through the principle of aesthetic and Gestalt organization law, conducts a questionnaire survey with 30 design professionals, and collects product evaluation of imagery and visual form features. Through cluster analysis, three postmodern expression patterns based on the law of Aesthetics-Gestalt Principle are established, and four postmodern form image factors are obtained through factor analysis: stimulus factor, entertainment factor, historical decorative factor, and stability factor. Through correlation analysis, the relationship between image factors and visual modeling features is summarized and classified. Finally, K-means cluster analysis is used to establish five performance characteristics of post-modern product imagery: classical aesthetics, continuous surface shape, de-subject, decorative detail features, and eclectic game features. This study hopes to integrate postmodern design culture and ideas and provide references for postmodern product styling characteristics from different perspectives for future design education and related research.

Keywords: *Postmodernism, Product Image, Attribute, Aesthetic Principles, Gestalt Principles of Organization*

A STUDY ON THE APPLICATION OF THREE-DIMENSIONAL MODELING TECHNOLOGY IN THE DESIGN OF ECO-FRIENDLY LIGHTING PRODUCTS

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Abstract

We explored using stone paper in everyday product design for sustainability. By combining simple storage concepts with three-dimensional modeling technology, we developed an eco-friendly, biodegradable lighting product offering DIY enjoyment and practicality. This innovative design minimizes environmental impact and showcases high functionality. Our research focused on product design, development, and commercialization, aiming to promote environmental awareness and sustainable development. This study highlights stone paper's potential as an eco-friendly material and introduces a novel method for integrating storage concepts with three-dimensional modeling, providing a reference for future sustainable product development.

Keywords: *Sustainable Design, Stone Paper, Three-Dimensional Modeling, Eco-Friendly Lighting*

APPLICATION OF PLA BIODEGRADABLE MATERIAL IN CHILDREN'S TABLEWARE DESIGN

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Abstract

With the increasing awareness of environmental protection, biodegradable materials are becoming more widely used in daily life. This paper explores the application of polylactic acid (PLA) in the design of children's tableware. By designing product prototypes based on material characteristics and verifying feasibility through user satisfaction surveys, it is shown that PLA material exhibits good mechanical properties and biodegradability. In the fast-evolving children's product market, where product life cycles are short, PLA can effectively replace other plastic materials. Additionally, it addresses the environmental burden caused by disposal and the low recycling rate after the product's life cycle ends. The results indicate high parental satisfaction regarding appearance, texture, ease of use, and safety. This study concludes that PLA materials have broad application prospects in the design of children's tableware and are worth promoting for more widespread use.

Keywords: *Polylactic Acid (PLA), Biodegradable Materials, User Satisfaction, Environmental Sustainability*

EXPLORING THE INNOVATION AND VALUE OF ECO-FRIENDLY PORTABLE CHILDREN'S SEATS

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Abstract

With the increasing global awareness of environmental protection, green design must be incorporated into all aspects of life, including food, clothing, housing, transportation, and recreation. This research explores and designs an innovative portable and space-saving seat for 1-3 year-old children, using eco-friendly materials to meet the needs of modern families. This approach helps reduce the negative environmental impact of traditional children's seats. Due to the relatively short lifecycle of children's seats compared to adult seats, the disposal of these products poses a significant environmental burden. This study primarily uses degradable and recyclable materials and conducts User Experience Research (UXR) on portable foldable seats for 1-3 year-old children. The findings reveal that the environmental burden at the end of the product's lifecycle is significantly reduced. Additionally, the sustainable design philosophy of this product helps increase consumer awareness and acceptance of eco-friendly products.

Keywords: *Eco-Friendly, Children's Seats, User Experience Research, Sustainable Product Design.*

STUDY ON THE IMPACT OF COMPUTER GAME ACCESSORIES DESIGN ON PLAYERS

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Abstract

This study investigates the impact of skins on players and analyzes the relationship between players and skins. By examining posts in Taiwanese Valorant player communities, the research found that discussions about aesthetics in these communities focus on three main themes: "buying and selling," "social interaction," and "problem". A minority of players use these communities to trade aesthetics, making profits by exchanging or selling rare items. The majority of players share their experiences and insights about aesthetics to fulfill social needs. Meanwhile, players' questions about aesthetics in these communities receive quick and diverse responses. This not only signifies the importance of skins to players but also indicates that the social interactions they bring influence players' purchasing intentions.

Keywords: *Skins, First-Person Shooter, Online Game Communities*

HOW DOES CUSTOMER ONLINE BEHAVIOR INFLUENCE COMMUNITY SATISFACTION?

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Abstract

This study examines the effects of user participation in brand communities on social networking sites. First, the concept of customer value cocreation behavior is introduced to observe user participation. Through the lens of customer value cocreation behavior, the study proposes two types of user participation, customer citizenship behavior (CCB) and customer participation behavior (CPB), which are operationalized as two second-order constructs in the study. In addition, two antecedents of CCB and CPB, namely, community identification and narcissism, are included in the research model with the purpose of encouraging customer value cocreation behavior. The results, based on data collected from 324 customers who are followers of a smartphone brand's Facebook page, indicate that community identification is likely to significantly affect both CCB and CPB, which in turn foster community satisfaction. Surprisingly, while narcissism is found to have a direct effect on CCB, the relationship between narcissism and CPB is not supported.

Design and Implementation of an Employee Health Management Information System

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Abstract

This study developed an information system for employee health management aimed at enhancing workplace health and increasing corporate competitiveness. The employee health management information system (EHMIS) integrates health data analytics, risk assessments, and personalized health intervention measures to promote a healthier workforce. The platform emphasizes data privacy, seamless integration with existing human resources systems, and provides tools for monitoring health trends, reducing absenteeism, and improving overall productivity. The building process includes needs assessment, system architecture design, information security, functionality integration, and evaluation. The implementation strategy prioritizes employee engagement and continuous improvement, effectively assisting companies in human resource management and ongoing health promotion for employees.

Keywords: *Employee health management, Information system, Employee health status, Workplace health, Information security.*

ENTREPRENEURIAL NETWORKING QUALITY TO ENHANCE SUCCESSFUL CO-CREATION AND MSMEs BUSINESS PERFORMANCE

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Abstract

Nowadays, it's a phenomenon that many people switch jobs to become entrepreneurs. Limited access makes entrepreneurs need networks and trust to improve the company's business performance. This research contributes to a successful co-creation model to ensure MSMEs achieve superior business performance. Using SEM AMOS statistical tool using normality test resulted in 160 MSME players in Indonesia from the initial data of 250. The results showed the significant level met the hypothesis requirements. Successful co-creation plays an important role in mediating between entrepreneur network quality and entrepreneur trust quality with business performance. The research contributes to the development of knowledge of relational marketing theory through the development of co-creation.

Keywords: *Entrepreneurial Networking Quality, Entrepreneurial Trust Quality, Co Creation Successful, Business performance*

THE ROLE OF COMPANY SECTOR ON THE IMPACT OF DIGITAL ORIENTATION STRATEGY AND DIGITAL CAPABILITIES MEDIATED BY COMPANY READINESS ON DIGITAL INNOVATION

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Abstract

This study aims to analyze the effects of Strategic Digital Orientation and Dynamic Digital Capabilities on Digital Innovation, mediated by Company Readiness, in both service and non-service companies. This research employs a quantitative research method with descriptive and confirmatory characteristics. This study uses Structural Equation Modeling (SEM) with PLS-SEM multigroup analysis (PLS-MGA) to process data. This study's findings reveal a positive and significant influence of Strategic Digital Orientation and Digital Capabilities on both Company Readiness, and Digital Innovation. Contrary to expectations, Company Readiness did not significantly impact Digital Innovation, nor did it significantly mediate the relationship between Strategic Digital Orientation and Digital Innovation or between Digital Capabilities and Digital Innovation. Interestingly, the research uncovered a significant difference between service companies and non-service companies regarding the influence of Digital Capabilities on Digital Innovation, underscoring the sector-specific dynamics of digital innovation strategies. The influence of Digital Capabilities on Digital Innovation was found to be stronger in service companies, highlighting the critical role of digital capabilities in enhancing innovation within sectors directly interfacing with customers and reliant on digital platforms for service delivery. This study presents certain limitations. Firstly, it does not incorporate external variables, variations in the scale, and restricts its sample solely to Indonesian Financial Directors Association members.

Keywords: *Company Sector, Strategic Digital Orientation, Digital Capability, Digital Innovation, Company Readiness*

NAVIGATING INCLUSIVE WATERS: BLOCKCHAIN-BASED INSURANCE SERVICES FOR INDONESIAN FISHERFOLK THROUGH MULTI-STAKEHOLDER APPROACH

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Abstract

Fishermen often encounter occupational hazards and equipment damage in their pursuit of a marine bounty. To address these risks, the Ministry of Marine Affairs and Fisheries (KKP) collaborated with Jaminan Asuransi Indonesia (Jasindo) to provide Fishermen Insurance Premium Assistance (BPAN). However, the unequal distribution of insurance and fishermen's limited understanding of risk protection have hindered the widespread enrollment in BPAN. Thus, an inclusive program is needed to increase the number of registered fishermen to insurance and manifest an effective insurance service process. This qualitative descriptive study seeks to grasp the phenomenon of inadequate insurance distribution among fishermen in Indonesia. Data is gathered through documentary and literature reviews. The proposed solution is Netfisher, an inclusive blockchain-based insurance service program tailored for fishermen. Blockchain technology can integrate large volumes of data and decentralize it, minimizing the likelihood of fraud occurrences. Under this program, KKP will collaborate with Jasindo to expand insurance coverage, utilize Microsoft Azure for blockchain adoption, and collaborate with relevant stakeholders to deter fraud. Premium payments and claims distribution will be facilitated through mobile banking. As a result, the distribution of fishermen's insurance will be more equitable, safeguarding fishermen's economic well-being and expediting progress towards Sustainable Development Goals 8.

Keywords: *Netfisher, fishermen insurance, blockchain, sustainable development goals.*

A STUDY ON THE HEALING EFFECTS OF AI-GENERATED DIGITAL IMAGES

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Abstract

In today's high-pressure society, the concept of healing has become increasingly prominent. In recent years, certain trending and popular applications of AI technology in the field of digital imagery have aimed to touch individuals' emotions and perceptions through viewing or deeper interaction, promoting self-healing of the mind and spirit. This study aims to explore whether the public can experience a sense of healing through interaction with these AI technology applications in digital imagery. We randomly invited 32 participants to wear Electroencephalography (EEG) devices while watching a short film composed of 11 video samples, each supported by AI technology. After viewing, participants were asked to recall their thoughts and feelings during the experiment and complete a seven-point Likert scale survey questionnaire. The results of this study indicate that applications featuring real human images or those interacting with the real world through interfaces are perceived as more healing compared to purely virtual image generation. Additionally, participants who had previously used certain AI applications rated them as more healing than those who had not. The study also confirmed a correlation between the perception of healing and specific EEG wave types, notably high alpha waves, low gamma waves, and low beta waves.

Keywords: *AI Technology, Digital Imagery, Healing, Electroencephalography*

THE IMPACT OF MANAGEMENT KNOWLEDGE CAPABILITY ON ORGANIZATIONAL PERFORMANCE WITH INNOVATION AS A MEDIATOR

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Abstract

This research aims to explore the influence of knowledge management capabilities on organizational performance, especially in the context of Batik MSMEs in Klaten, Central Java, Indonesia. This research uses a purposive sampling technique. Data was taken using a questionnaire with a total of 60 respondents. This research involves independent variables, namely knowledge management capability, the dependent variable, namely organizational performance, and the mediating variable innovation. The data analysis technique used is smartPLS analysis. The results of this research show that knowledge management capability has a positive effect on organizational performance, knowledge management capability has a positive effect on innovation, and innovation has a positive effect on organizational performance. Innovation can mediate the influence of knowledge management capabilities on organizational performance.

Keywords: innovation, knowledge management capability, organizational performance.

ORGANIZATIONAL CULTURE, INTRINSIC MOTIVATION, AND JOB SATISFACTION: WHAT IMPACT DO THEY HAVE ON KNOWLEDGE SHARING?

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Abstract

Knowledge sharing is one of the positive actions in providing information carried out between individuals in order to share knowledge and improve thoughts and ideas for achieving goals. Government organizations like the Cooperative and SMEs Agency of the Special Region of Yogyakarta (DIY) require knowledge-sharing activities to enhance the public services they offer. The purpose of this study is to comprehend the antecedents of knowledge sharing, with a specific focus on analyzing how organizational culture influences knowledge sharing through the mediation of intrinsic motivation and job satisfaction. This research is a quantitative study that uses primary data collection with a questionnaire instrument. The census collected data from a number of respondents for the study. We processed the data using regression analysis and the Sobel test. The results showed that organizational culture has a role in strengthening intrinsic motivation and building employee satisfaction but is not significant in its contribution to improving knowledge sharing. Likewise, intrinsic motivation is not a predictor of knowledge sharing, which indicates the existence of other factors that need further research. However, this study reveals confirmation of the mediation relationship in the series of organizational culture, job satisfaction, and knowledge sharing variables.

Keywords: *intrinsic motivation, job satisfaction, knowledge sharing, organizational culture.*

PERFORMANCE EVALUATION OF SERVICE QUALITY IMPLEMENTATION BY EXHIBITION MANUFACTURERS BASED ON DATA ENVELOPMENT ANALYSIS

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Abstract

In recent years, the convention and exhibition industry has garnered global attention and is experiencing rapid growth. Concurrently, the Asian convention and exhibition market is expanding at an impressive rate, growing twice as fast as its European and American counterparts. This remarkable growth highlights the significant potential of the Asian market. As competition in the exhibition industry intensifies, maintaining high quality has become a crucial differentiator. In this era where service and quality are paramount, understanding the aspects of service quality that customers truly value has become a key trend. Consequently, this study focuses on evaluating the service quality of exhibition manufacturers' effectiveness evaluation. This research targets Taiwanese convention and exhibition manufacturers, evaluating a total of 12 decision-making units (DMUs). The findings are as follows: 1. The service quality efficiency of one DMU was found to be exceptionally strong. Four DMUs exhibited service quality efficiency ranging between 0.9 and 1, while the remaining seven DMUs had efficiency values below 0.9. 2. The study also analyzes the variables contributing to these differences, offering directions for improvement by addressing areas of both overinvestment and underinvestment. By reducing investment in overfunded projects and increasing investment in underfunded ones, the industry can enhance both service quality and efficiency. Based on these results, recommendations are made to assist exhibition manufacturers in organizing professional events, providing a reference for exhibition organizers. These improvements aim to establish a strong reputation and attract more consumers to future exhibitions.

Keywords: *exhibition industry, service quality, performance evaluation, data envelopment analysis (DEA)*

EXPLORING THE ROLE OF CHIP SHORTAGE WITH THE PERCEPTION OF MANAGEMENT STRATEGIES AND DIGITALIZATION TO THE OPERATIONAL BUSINESS PERFORMANCE OF GEELY PHILIPPINES IN THE POST-PANDEMIC SITUATION

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ABSTRACT

The semiconductor chip shortage significantly impacted the automotive industry, which affected business operations. The automotive sector is one of the businesses that the aforementioned problem has directly impacted. Therefore, the research sought to address the general problem: “How does the chip shortage play a role in the operational business performance of Geely, with management strategies and digitalization as responses in a post-pandemic situation?” A case study research methodology was utilized in selecting respondents for the study, which enabled the researchers to gather two upper-management employees, one branch manager, and one service head. 3 service employees from Geely Quezon Avenue were also included in the said interview. The researchers moderately altered Yin's (1994) case study design because of the unique nature of the research study. The findings of this research indicated that management strategies aided in the improvement of the operational business performance of the company. It is further strengthened by digitalization as acknowledged new possibilities in coping with the effects of the pandemic and chip shortage. Furthermore, the recommendations suggest that other companies hold workshops on how they would respond to and conduct business during the aforementioned crises since it can help the business run efficiently while avoiding significant challenges.

Keywords: *Chip Shortage, Management Strategies, Digitalization, Operational Business Performance, Geely Philippines*

MITIGATION STRATEGIES FOR POTENTIAL DECREASED CIVIL SERVANT PERFORMANCE AFTER RELOCATION: A SYSTEMATIC LITERATURE REVIEW

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Abstract

The relocation of the Capital City to the Nusantara presents significant challenges for the Civil Servant (ASN), including a potential decline in their work performance. This research aims to investigate risk mitigation efforts against the decline in ASN work performance after the relocation to Nusantara using the Systematic Literature Review (SLR) method. Through a careful and selective literature search, this study analyzes frameworks, strategies, and practical steps to address the risks associated with the decline in ASN work performance following the relocation of the capital city. The findings from this study provide deep insights into risk mitigation approaches. We also present practical implications and recommendations for further research to help the government and relevant organizations design effective strategies to maintain optimal ASN performance during and after the capital city's relocation process.

Keyword: *civil servant, work performance, capital city, nusantara*

HOW WORKLOAD AND MOTIVATION CAN AFFECT BANJARMASIN LAND OFFICE EMPLOYEES' PERFORMANCE?

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Abstract

This research aimed to investigate the effect of workload and motivation on employee performance. The study was conducted at The Banjarmasin City Land Office from September to October 2023, with a sample of 40 employees selected using a non-probability sampling technique with a purposive sampling or judgment sampling type. The data analysis method used is Structure Equation Modeling (SEM) and the SmartPLS (Partial Least Square) program to process data and carry out analysis of the data. The results showed that workload (X1) has a negative and significant influence on performance (Y), with an Original Sample value of -0.533 and P Values of 0.005. This means that the greater the workload, the lower the employee's performance. Meanwhile, motivation (X2) has a positive and significant influence on performance (Y), with an Original Sample value of 0.618 and P Values of 0.000. This means that the higher the employee's motivation, the higher their performance. The research supports Koesomowidjojo's (2017) theory that workloads that are too high can reduce productivity and reduce employee performance, and also supports research by Wolor et al. (2019), and Paais & Pattiruhu (2020) who found that motivation has a positive influence on performance. Motivation is needed in organizations to encourage employees to achieve organizational goals. Motivation can come from within, so organizational leaders must create situations where employees can motivate themselves.

Keywords: *workload, motivation, performance*

IS WORK ENGAGEMENT MORE IMPORTANT THAN JOB SATISFACTION TO INCREASE EMPLOYEE SYNERGY AND PERFORMANCE? STUDIES AT STATE-OWNED COMPANIES IN INDONESIA

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Abstract

This study aims to investigate how job attitudes, specifically employee satisfaction and engagement, affect both synergy and performance among employees. The research was conducted at a state-owned enterprise (BUMN) in Jakarta, which manages ports across Indonesia and operates in four regional areas nationwide. The study utilized a quantitative design with a survey method, and sampling was performed through a census, taking all workers as the unit of analysis with a response rate of 91.3% (6,378 respondents out of 6,986 workers). Both job attitude components simultaneously predict employee synergy by 66% and performance by 65%. Employee engagement had a higher path coefficient in predicting both employee synergy and performance compared to employee satisfaction. This supports the view that employee engagement more significantly represents an individual's psychological aspects towards their organization and the tasks associated with their work roles, indicating that high employee engagement reflects a robust psychological attachment—physical, cognitive, and emotional—and plays a more significant role in influencing performance. Employee satisfaction and engagement are two crucial job attitude components for workers and should continue to be a focus in the state-owned company to maintain their attachment to the organization and enhance their contribution and optimal performance. The findings of this research reinforce the viewpoint that differentiates the two; employee engagement is more related to the psychological aspects and the nature of the relationship between workers and the organization, whereas employee satisfaction pertains to the positive-negative affective process, or satisfaction-dissatisfaction regarding what is received from the company, both in terms of rewards and recognition, whether intrinsic or extrinsic.

Keywords: *Employee Engagement, Employee Performance, Employee Satisfaction, Employee Synergy.*

INCLUSIVE LEADERSHIP TOWARDS EMPLOYEE PERFORMANCE IN-ROLE AND EXTRA-ROLE; WITH WORK ENGAGEMENT AS A MEDIATION

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Abstract

This research investigates the relationship between inclusive leadership and work engagement in civil servants in Central Kalimantan. In addition, this research explores the influence of the mediating role of work engagement on inclusive leadership and in-role performance and out-of-role performance. In February 2024, a total of 128 employees in government offices were surveyed with the Work Engagement Scale, Inclusive Leadership Scale, and Performance Scale outside and inside the employee's role. Using PLS (Partial Least Square) testing, a component or variant-based SEM structural equation model to test research hypotheses. The research results found that inclusive leadership was directly able to increase work engagement, employee performance within the role and employee performance outside the role. The uniqueness of this research is testing the mediating effect of work engagement using the epsilon (ν) mediation effect method, and using the concept of OCB which is divided into in-role performance and out-of-role performance.

Keywords: *inclusive leadership, employee performance in-role and extra-role; work engagement*

FROM SEOUL TO JAKARTA: EXPLORING THE INFLUENCE OF HALLYU AND MASCULINITY PERCEPTIONS ON BEAUTY NORMS AND SOCIAL ACCEPTANCE AMONG INDONESIAN MEN ACROSS SEXUAL ORIENTATIONS

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Abstract

The contemporary intersection of gender, culture, and consumerism is acutely illustrated in the influence of Korean Pop Culture (Hallyu) on Indonesian masculine beauty practices. This study explores how Hallyu reshapes masculinity perceptions and impacts beauty product usage behavior, with a specific focus on variations across sexual orientations. Anchored in the theoretical frameworks of Connel & Messerschmidt (2005), as well as Jung (2011) of Hallyu's soft masculinity, the research employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data from 131 Indonesian male participants. The findings suggest that while Hallyu fosters a positive engagement with beauty products, traditional masculine ideals might still pose significant barriers. Additionally, sexual orientation appears to play a moderating role in these dynamics. This study not only enriches the academic discourse on gender norms but also offers practical insights for targeted marketing strategies within the beauty industry, highlighting how regional responses to global cultural trends can vary significantly. Ultimately, it provides a critical examination of the changing consumption patterns within the evolving socio-cultural landscape of globalized masculinity.

Keyword: *Consumer Behavior, Marketing, Gender Study, Culture, Business Strategy.*

THE EFFECT OF EDUCATION REFORM ON THE MARRIAGE MARKET: EVIDENCE FROM INDIA

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Abstract

We study the impact of a large-scale school construction program, the District Primary Education Program (DPEP), on women's education and marriage market outcomes in India. Using data from the Indian Human Development Survey (IHDS) and the Indian Census, we employ a difference-in-differences (DID) strategy that exploits policy variation across districts and birth years of individuals. We find that DPEP increased the likelihood of women attending and completing primary school by 17 ppts and 14 ppts, nearly double the male estimate. Moreover, the increase in female educational attainment translated into an increase in their age at marriage and a decline in the male/female age-gap. Lastly, we combine the reduced-form analysis with a structural model of marital sorting to estimate the impact of the DPEP on marital returns to education. Preliminary findings suggest that DPEP increased women's educational attainment at the extensive margin and increased their gains from marriage.

Keywords: *Education policy; Human capital investment; Marriage markets; Sorting*

BAITUL MAL MANAGEMENT IN SOCIAL AND ECONOMIC SUPPORT FOR THE ACEH COMMUNITY

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Abstract

Baitul Mal is an Islamic financial institution whose objective is to distribute wealth to the needy and its management faces many challenges in the modern economic and social context. This study aims to identify the major challenges faced in contemporary management of Baitul Mal. This study used descriptive analysis to evaluate literature and related data, and conducted interviews with Baitul Mal managers, indigenous communities, and entrepreneurship experts. Research shows that one of the biggest challenges in solving the Baitul Mal problem is the imbalance between economic growth and wealth distribution. In a modern economic context that often leads to greater social inequality, Baitul Mal's management often struggles to ensure fair and equitable distribution. In addition, economic globalization is also a factor complicating the management of Baitul Mal. The integration of global markets has expanded the scope of financial transactions and requires more complex management strategies to ensure compliance with Islamic principles in an increasingly globally interconnected context. Other challenges include demographic changes, with increasing and diverse populations making it difficult to identify and meet diverse needs. At the same time, technological changes have also impacted the way Baitul Mal is managed, requiring the adoption of more advanced information and communication technologies to increase efficiency and transparency. In short, the management of Baitul Mal faces complex and diverse challenges in the modern economic and social era. Addressing these challenges requires a comprehensive and innovative approach that takes into account Islamic principles and the changing needs of society.

Keywords: *Management Challenges, Baitul Mal, Economy, Modern Social, Aceh*

EMPOWERING LOCAL COMMUNITIES IN THE DEVELOPMENT OF THE IBU KOTA NUSANTARA (IKN) TO INCREASE ECONOMY IN EAST KALIMANTAN

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Abstract

The Central Government undertakes the construction of the Ibu Kota Nusantara (IKN) in East Kalimantan. The development of IKN is based on Law Number 3 of 2022 and Presidential Regulation Number 27 of 2023 concerning the Special Authority of the IKN Authority. The development of IKN is expected to have a positive impact on improving the economy, community welfare, environmental preservation, and the realisation of Indonesia-centricity. However, the negative impacts are the emergence of slums, the exclusion of local communities, and economic disparities in the community. Therefore, local community empowerment is needed to improve the economy, community welfare, realisation of social harmony, and green city tourism in IKN. This article analyses how to empower local communities in the development of IKN in order to realise economic improvement in East Kalimantan. Data were collected from community leaders, traditional leaders, religious leaders, academics, and the community through observations, interviews, and documents related to the form of local community empowerment in the development of IKN in East Kalimantan. The data were analysed qualitatively and studied using social practice theory and hegemony theory with a cultural studies approach. The results of this study show: (1) local community empowerment in the field of education and skills training; (2) local community empowerment in the field of MSME development; (3) local community empowerment in the field of sustainable agriculture development; (4) local community empowerment in the field of green city tourism development; and (5) local community empowerment in the field of customary institution development. This local community empowerment aims to realise the economic improvement of local communities in East Kalimantan. This local community empowerment is expected to create social harmony and green city tourism.

Keywords: *Community Empowerment, Local Communities, IKN, East Kalimantan, Green City Tourism.*

THE ROLE OF BALINESE WOMEN IN CULTURAL AND ECONOMIC SUSTAINABILITY

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Abstract

Balinese women have an important value in creating community welfare, because they occupy a very strategic position as cultural preservationists who are role models in implementing customs and as economic support in the family. Balinese women are very special because they have multiple roles, where the implementation of daily roles has an impact on the welfare of their surroundings, both family roles, economic roles, and traditional religious roles. Society through the view of gender as a socio-cultural construction also regulates the need for women to show interest in social interaction. The purpose of this study is to explain the value of Balinese women as a figure capable of improving the welfare of the community in the implementation of its role. This qualitative research using a phenomenological approach processes information from three Balinese women who are considered to meet the criteria as respondents. The originality of this research is able to provide a new perspective in addressing the improvement of community welfare through aspects of the implementation of the role of human resources (resources), namely Balinese women as cultural preservation figures. So that a sustainable culture will ensure the sustainability of the tourism industry which in turn improves the family economy, regional and government revenues and community welfare.

Keywords: *Balinese women, triple roles, cultural sustainability, economic sustainability, public welfare.*

PURUN BAG CRAFTS: BRIDGING RURAL-URBAN DIVIDES THROUGH VALUE-ADDED MARKETING

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Abstract

Previous research on the Purun plant (*Lepironia articulata*) reveals its traditional applications, commercial possibilities, and climate change mitigation potential. Additional research on Purun urban-rural links is needed to strengthen the regional economies of the South Kalimantan, Indonesia, wetlands. Rural and urban South Kalimantan wetlands are economically, socially, and environmentally linked. These connections can help Purun bag women's businesses prosper economically. These links can empower women by making and selling Purun bags with value. Marketing management evaluated the mutual benefits rural and urban areas get from their linkage. The goal was to demonstrate how value-added marketing can improve Purun crafts' rural-urban relations. Digital marketing helps urban and rural women sell colorful Purun bag crafts and make additional revenue. This paper examined (1) urban-rural linkages in producing and marketing value-added Purun bags, (2) the feasibility and profitability of disadvantaged urban women in South Kalimantan wetlands producing them, and (3) Purun bag women entrepreneurs' challenges and opportunities. Using surveys, FGDs, and 22 participant interviews, a questionnaire collected demographics, production, marketing, and income data. Policymakers, local authorities, and other stakeholders were interviewed semi-structured. Secondary data were gathered from relevant literature, papers, and government statistics. The initiative taught impoverished women to create Purun bags with value. Through product design and marketing, the study may help women entrepreneurs earn more and live better. This study promotes sustainable development by utilizing locally available materials and reducing the environmental impact of production and transportation. Finally, it can preserve cultural treasures and handicrafts.

Keywords: *purun, South Kalimantan, urban-rural linkage, value-added marketing, wetland.*

EQUAL EMPLOYMENT OPPORTUNITIES FOR MARRIED WOMEN: JOURNEY TOWARDS A MORE EQUAL WORK ENVIRONMENT IN CENTRAL KALIMANTAN PROVINCE, INDONESIA

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Abstract

The success of development highly depends on the balanced participation of both women and men in various aspects of life. Gender equality is an essential prerequisite to ensure that the benefits of development can be enjoyed fairly. Although gender differences are not an issue, differences in gender roles often lead to injustice. Nowadays, women not only play roles in households but also can work and pursue careers outside the home, and even participate in politics. Women's participation in parliament increased during the 2018-2019 period, although it has not yet reached the minimum target of 30%.

This study aims to understand the social and cultural influences on the labor force participation of married women in Central Kalimantan Province, as well as the determining factors that drive them to enter the labor market. Additionally, this study measures the productivity of married working women, maps out the supporting and inhibiting factors for their participation, and proposes policies to enhance female labor force participation by opening up innovative job opportunities.

The benefits of this study include a deeper understanding of the challenges faced by married women in the workplace, the development of more inclusive policies, the empowerment of women in the workplace, increased productivity and creativity, and contributions to broader social change.

This study uses observation, surveys, and interviews in several administrative areas in Central Kalimantan Province. The data is analyzed to formulate policy recommendations that support equal employment opportunities for married women, with the hope of creating a more equitable and fair work environment.

Keywords: *Gender Equality, Women Double Role, Equality of Employment Opportunities, Equal Work Environment.*

OVERVIEW OF RESEARCH ON TOURISTS' INTENTION TO REVISIT DESTINATIONS: A BIBLIOMETRIC ANALYSIS UTILIZING THE SCOPUS DATABASE

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Abstract

The intention to revisit a destination is a crucial aspect of the tourism industry, not only generating financial benefits but also contributing to sustainable development and the quality of the tourist destination. Numerous experimental studies have delved into the factors influencing tourists' intention to revisit. However, no study has conducted a quantitative content analysis on this issue. Therefore, this article aims to offer an overview of research related to the intentions to revisit to a destination, including authors, journals, countries, factors influencing the intentions to revisit, and suggestions for further research. This article provides an overview of the intentions to revisit to a destination using a directory based on Scopus data statistically calculated from 1985 to 2024. Initially, 1673 publications were identified, with 1478 scientific articles written in English included in the analysis. The study employed quantitative content analysis supported by VOSviewer software in conjunction with MS Excel. The analysis results were synthesized into tables and visually represented through images.

Keywords: *Bibliometric analysis, destination image, memorable tourism experience, revisit intention, tourist-resident interaction.*

A STUDY OF THE APPLICATION OF SMARTPHONE APP ORDERING SYSTEMS IN TAIWAN'S FAST FOOD INDUSTRY

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Abstract

After the COVID-19 pandemic, many restaurants have adopted innovative models, one of which is the accelerated adoption of smartphone app-based ordering systems for meal booking and payment. This study provides insights into the benefits and impacts of smartphone application-based meal ordering in the fast-food market in Taiwan. Particularly, with the widespread use of smartphones and increasing customer demand for convenience, along with a desire to minimize person-to-person contact, the findings of this study are believed to be highly significant. They can provide effective recommendations for the future implementation of smartphone app-based ordering systems in the planning of the restaurant industry.

Keywords: *The APP Program, ordering system, fast food industry, Taiwan*

HOW SERVICE RECOVERY OF SMART SPEAKER IMPACTS EXPERIENTIAL VALUE IN THE SOCIAL CUSTOMER JOURNEY? THE MODERATION OF PRODUCT TYPES

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Abstract

This research centers on service recovery and seeks to investigate how service recovery influences the experiential value following the social customer shopping journey. A total of 243 valid questionnaires were gathered through online questionnaires and pre-recorded interactive videos of the experiment. Participants were prompted to immerse themselves in the scenario and respond to subsequent inquiries. The research revealed varying experience values of service recovery based on different product types in instances where a smart speaker encounters a service failure.

Keywords: *Smart Speaker, Social Customer Journey, Service Failure, Service Recovery, Experiential Value*

RESEARCH ON ACTIVITY PREFERENCES OF RURAL TOURISM PARTICIPANTS

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Abstract

Under the vigorous promotion of rural regeneration and local revitalization policies, various central and local government departments actively support the transformation of industries. This effort aims to promote rural travel experiences. However, farmers themselves are responsible for processing, guiding, servicing, marketing, and other tasks, posing practical operational challenges for the development of rural travel experience economy. Therefore, this study seeks to enhance the quality of such small-scale travel experiences by understanding consumer experiences and preferences towards rural tourism. The study employed a quantitative approach, using online surveys to collect data, analyzed with statistical software. Findings indicate that a majority of consumers engage in rural tourism primarily for "Company trip," indicating passive participation in activities. Moreover, access to information via "Booking through e-commerce platform" or "Search information online and order directly from farmers" remains insufficient. Regarding experience preferences, most visitors favor entertainment-oriented activities over educational ones. However, repeated participation in rural experiences tends to increase preference for more immersive activities, such as educational experiences. Regarding willingness to pay, significant differences were found between income brackets. For a 3-hour rural experience, those earning less than NT\$40,000 are willing to pay less than NT\$400 per person, while those earning over NT\$60,000 are willing to pay over NT\$500 per person.

Keywords: *Experiential Tourism Economy, Rural tourism, Food and agriculture education*

DETERMINANTS OF MANAGEMENT ECOTOURISM PROGRAMS IN BALI, INDONESIA

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Abstract

For Indonesia, the majority of the tourist destinations and promotional efforts are dedicated to forests that are protected. This investigation attempts to find a compromise between these two goals, which is the purpose of this research in reality. This research employs quantitative methods that are described as being descriptive or factor-based, the result of the survey with informants in the ecotourism of West Bali National Park, Buyan Tamblingan, Bali's mangroves, Batur Kintamani, and Lembongan. Eight factors contribute to the participation of communities in ecotourism programs in Bali, these are: the role of leaders and business opportunities, the factor of mindset and industry cooperation, the factor of income, socialization, and commitment, the factor of awareness of nature conservation, the factor of optimism regarding money and knowledge, the factor of facilities and independence, the factor of training, interest, and participation, and the factor of skills and funding. The study will continue to test concepts through field validation to develop the core principles of technology, concept development and MOAB proof of concept: motivation, opportunity, capability and business. Confirm the eight factors identified in the 2023 study, namely: confirm (1) the role of leaders and business opportunities, (2) industry mentality and collaboration, (3) income, socialization and commitment, (4) awareness of conservation characteristics, (5) optimism about obtaining money and knowledge, (6) facilities and independence, (7) education, interest and commitment, and (8) skills and finance. Specific objectives (1) Describe the development of ecotourism in Bali. (2) Confirm the level of community participation in ecotourism development using the MOAB model.

Keywords: *Community engagement, Ecotourism Management, Nature conservation, Small Tourism business.*

MARKETING COMMUNICATION ANALYSIS OF INSTAGRAM TARAJU TOURISM VILLAGE: THE REAL EXPERIENCE OF WEST JAVA

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Abstract

The Government of the Republic of Indonesia prioritizes the development of tourism villages in order to support enhanced economic growth, people's welfare, poverty eradication, unemployment reduction, the preservation of nature, the environment, and resources, and cultural advancement. Tourism villages must establish suitable marketing messages as part of the decentralized social, cultural, and economic transformation of villages, in which each region assesses its potential for development as a tourism attraction based on its distinctiveness and authenticity. Taraju Tourism Village in Tasikmalaya Regency, West Java, was named one of the top 75 in the 2023 Indonesian Tourism Village Award and received first place in the national Digital and Creative category. This study examines Taraju Tourism Village's marketing communications on the Instagram social media account @wisata_taraju in terms of two key issues: content type and media type. Taraju Tourism Village prioritizes reminder content and earned media in its marketing communications, according on a qualitative approach using content analysis tools. The Instagram social media account @wisata_taraju manages reminder content and earned media sourced from user-generated content provided by Taraju Tourism Village visitors. The Taraju Tourism Village Instagram account can be managed in a balanced manner, with informational, persuasive, and reminder content to promote attractiveness, unified identity, and more intense connection on the @wisata_taraju social media page. Meanwhile, the dominance of earned media over owned and paid media must be tempered with balanced owned media to make the Taraju Tourism Village's identity more manageable and brandable.

Keywords: *marketing communication, Instagram, Taraju Tourism Village, content, media.*

THE IMPACT OF SUSTAINABLE TOURISM FROM THE POINT OF VIEW OF ECONOMIC, SOCIO-CULTURAL AND ENVIRONMENTAL DYNAMICS

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Abstract

The purpose of this research study is to review the development of sustainable tourism from the point of regulations, stakeholders in tourism and local communities related to the phenomena of community cultural change due to uncontrolled tourism business. The research mechanism is carried out with a qualitative approach based on the phenomenological paradigm. The location of the research study is in a tourism area in Bali, Indonesia. The main informants are the ministry of tourism and creative economy, Bali representatives, stakeholders in tourism, and the community or tourists. Data validity is triangulated to produce valid and reliable data. The results of the research study found that sustainable tourism regulations are important to be established and strengthened to ensure there is no overlap and to provide comfort and security for tourism actors, tourists and tourism business managers, and local communities. Sustainable require management control for effective governance, implying that tourism management leads to good governance in tourism, supports sustainable development goals, and is based on the Global Sustainable Tourism Council (GSTC). Furthermore, the impact of tourism development on the economy of local communities, socio-culture, and the environment is clearly evident. That, sustainable tourism is a tourism management system based on sustainability principles and synergizing with business, socio-cultural, and environmental aspects of tourism management. The research contributes to directing a GSTC-based sustainable tourism management mechanism that is applied to all elements of tourism, thereby suggesting more assertive regulatory changes and supporting the development of sustainable tourism with the aim of achieving sustainable development goals.

Keywords: Sustainable tourism, tourism management, economic impact, socio-cultural, environmental

THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT AND PROMOTION FROM DIGITAL MARKETING ON VISITOR SATISFACTION THROUGH PURCHASE DECISIONS AS INTERVENING VARIABLES AT MATAN ANDAU AGRO TOURISM OBJECTS IN CENTRAL BORNEO-INDONESIA

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Abstract

Customer Relationship Management (CRM) is an implementation of customer relationship management strategy to create visitor satisfaction in order to a competitive advantage. Promotion from Digital marketing is one of the trending marketing concepts today, using the Internet and all social media platforms and has been widely applied in many business models. The study aims to analyze the impact of customer relationship management (CRM) and promotion from digital marketing on visitor satisfaction through visiting decisions as an intervening variable. The population in this study is the tourist visitor of Matan Andau with a visit intensity of at least two visits. Sample size of 85 visitors to Matan Andau with data collection using a questionnaire. The data analysis method uses descriptive and partial least squares analysis (PLS) with the SmartPLS analysis tool. The research results show that customer relationship management has a significant positive effect on visitor satisfaction, customer relationship management does not have a significant effect on the decision to visit. Promotion from Digital marketing has a significant positive effect on visitor satisfaction and digital marketing has a significant positive effect on the decision to visit. The decision to visit is proven to be able to moderate the strengthening of promotion from digital marketing relationships with visitor satisfaction, while the decision to visit is proven to be unable to strengthen the customer relationship management relationship with visitor satisfaction.

Keywords: *Customer Relationship Management, Promotion from Digital Marketing, Visitor Satisfaction, Visit Decision.*

DO SERVICE ROBOTS IMPROVE CUSTOMER SATISFACTION IN FAST FOOD RESTAURANTS?

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Abstract

The application of robotics in restaurants has expanded to encompass serving functions, but only a few establishments in the Philippines offer this service. The concept was implemented in a specific branch of a fast-food chain to address the difficulty of delivering food as ordered. An automaton was employed to assist in delivering food items to customers. This study investigates the impact of robot-driven service quality on consumer satisfaction, as moderated by the robots' perceived usefulness, perceived intelligence, and anthropomorphism. 100 consumers of fast-food restaurants were randomly selected to participate in a survey, which was conducted using a descriptive-correlational-exploratory research design. The transcripts were prepared and analyzed using word cloud and thematic analyses after conducting interviews with twenty customers. The results indicated that the favorable effects of robot-driven service quality on customer contentment are exacerbated by the robots' perceived usefulness, intelligence, and anthropomorphism. Using robotics to deliver food items customers did not promptly receive from the counter is also viewed favorably. Consequently, the research suggests that service robots should be utilized in fast-food chains, where serving food items immediately upon ordering is not always feasible. This has practical implications for the fast-food industry, as these robots may be more efficient when they are more intelligent, multifunctional, and human-like. Nevertheless, the study also underscores the need for additional research to comprehensively understand the potential of service robotics in fast-food restaurants.

Keywords: *robotics, service robots, customer satisfaction, anthropomorphism, perceived intelligence*

TOURISM VISIT DECISION DETERMINANTS IN D.I. YOGYAKARTA

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Abstract

This study seeks to explore the intricate connections between electronic word-of-mouth (e-WOM), information quality, trust, and the decision-making process for visiting tourist attractions in the Special Region of Yogyakarta. This study investigates why tourists continue to visit the Special Region of Yogyakarta despite inadequate infrastructure. It employs quantitative research with a cluster sampling method, involving 130 respondents who have visited tourist attractions in the area. Data collection was conducted using a questionnaire, with responses measured on a Likert scale. The analysis includes descriptive and inferential statistical methods, specifically variance-based SEM, covering indicator tests and model fit tests. Hypothesis testing is based on inner model results. The findings reveal that electronic word-of-mouth (e-WOM) and information quality positively influence trust among tourists. Moreover, the study emphasizes the critical role of trust as a mediating variable between e-WOM, information quality, and visiting decisions. The originality of this research lies in demonstrating how trust mediates the impact of e-WOM and information quality on the decision to visit tourist attractions in the Special Region of Yogyakarta.

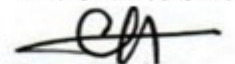
Keyword: e-WOM, information quality, trust, visit decision, tourism.

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Best regard
Dr. Charles Shieh



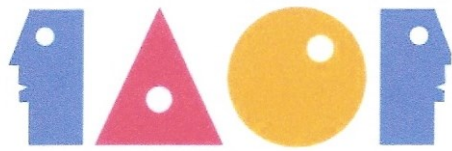
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