



Customer Satisfaction and Revisit Intention Modeling for Dining Restaurants in Surabaya

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Abstract. This study aims to determine the effect of Modeling Customer Satisfaction on Revisit Intention at a dining restaurant in Surabaya. The research model using structural equations was tested with partial least squares (PLS) on 267 respondents who were dining restaurant customers in Surabaya. This study shows that the antecedent of customer satisfaction has a significant positive effect on customer satisfaction. Variety Seeking Tendency, Trust, and Restaurant Reputation positive affect Revisit Intention. Service Quality and Food Quality have no significant effect on Customer Satisfaction. Atmospherics, Other Customers, and Perceived Value significantly affect Customer Satisfaction.

Keywords: customer satisfaction · revisit intention · dining restaurant

1 Introduction

Today's business world has become more sophisticated, competitive, and customer-centric. High competition makes companies must be able to compete in terms of products and services. If a company relies on a product to compete, competitors will easily imitate the product. Academics and researchers generally argue that service quality is a differentiating factor for a business and is essential in forming customer satisfaction and loyalty [1]. All companies will compete to get customers and customer satisfaction. Customer satisfaction is a differentiating factor in business competition and leads to the company's competitive advantage [2].

Customer satisfaction has transformed into a tool to measure the company's quality. Service quality and customer satisfaction are the main determinants of customer retention rates in the long term [3]. The challenge is how to create value that can keep customers from using the company's services. Creating value is not easy because customers' perceptions of value can vary, and the value can change from time to time.

The cost of acquiring a new customer is five times higher than retaining a customer [4]. The value of getting ten new customers is less than retaining existing customers. How to retain old customers and increase their repeat purchases has also received attention from practitioners and researchers [5].

Customer satisfaction plays a vital role in the hospitality industry, especially in the restaurant industry [3]. It is an important strategic tool and should be a primary concern

for restaurant owners or managers [6]. Restaurant strategy becomes a tool for forming customer satisfaction.

In addition to customer satisfaction, revisit intention also gets special attention from academics and practitioners. Revisit intention becomes a customer's desire to make a repeat purchase. In addition, customers also desire to recommend these products/services to others, making the customer act as a promotional tool for the company [7].

Customers are valuable assets for a business [8]. They are a source of income and sustainable growth. Retaining existing customers is more economical and profitable than finding new customers [9]. Revisit intention shows the existence of brand loyalty and customer satisfaction. In the restaurant industry, customers have many choices. Restaurant owners and managers have to understand how to attract customers to come back.

Research in the hospitality industry shows that satisfied customers are more likely to return. Customers with the type of variety-seeking tendency significantly affect the revisit intention of a place. Some customers prefer to find new restaurants more than those that have tried. Apart from customer satisfaction and variety-seeking tendency, reputation and trust are essential factors in the restaurant industry. Restaurant reputation and trust will create customer loyalty and the desire to make repeat visits [2].

Research about customer satisfaction and revisit intention has different results from one country to another. A study in America showed that price greatly influences customer satisfaction [10], while a study in a Hong Kong restaurant showed that food quality is the most significant determinant of customer satisfaction [11]. Jin Hoare and Butcher's research in China showed that cultural values influence customer satisfaction. Restaurant customers in Turkey emphasize the physical environment [12]. In South Africa, customers are more concerned with perceived value than other factors [13]. This study refers to Mannan et al. [2], with the object being a dining restaurant in Surabaya.

2 Research Methods

This research is causal, namely, research that aims to examine the causal relationship between [14]. With this research, a theory can be built to explain, predict and control a symptom [15, 16]. The type of data used in this research was quantitative data. The information source used in this inquiry was primary data, that is, the data obtained directly from the respondents through the distribution of questionnaires.

Initial testing of 30 samples was carried out to see whether the distributed questionnaires could be used to measure the variables to be studied. Afterward, 225 respondents were given a questionnaire to analyze or examine the hypothesis.

The data processing method used in this research was structural equation modeling (SEM), using AMOS 22.0 software. Before conducting the SEM test, the validity and reliability testing process was carried out on 30 questionnaires collected using the SmartPLS software.

3 Result and Discussion

Respondents consisted of 55.8% male and 44.2% female and dominated by 18–34 years (85.7%). Based on the latest education, most respondents were undergraduate students

with 82.1%. In terms of employment, most respondents were students (29.6%), private employees (28.1%), and self-employed (34.1%).

In SEM analysis using SmartPLS, two measurement models are the indicator/measurement model (outer model) and the structural model (inner model). The measurement model was assessed using reliability and validity.

An indicator is declared valid if it has a loading factor above 0.5 for the intended construct. The results of the first loading factor on SmartPLS show that all indicators of the service quality, other customers, perceived value, customer satisfaction, restaurant reputation, variety-seeking tendency, trust, and revisit intention variables have a loading factor value of >0.5 , so it is declared valid.

The food quality variable has two invalid indicators, and atmospherics has one invalid variable because it has a loading factor value of <0.5 . The three invalid indicators were then eliminated. The second outer loading test results show that all indicators of all variables are declared valid.

After seeing the outer loading value, the next step was to know the validity of the cross-loading value. The size of the cross-loading compares the indicator's correlation with its construct (variable) and other constructs. The limit of cross loading value in SmartPLS has a value of >0.5 .

The results of the cross-loading test show that all indicators of the service quality (SQ), food quality (FQ), atmospherics(A), other customers (OC), perceived value (PV), customer satisfaction (CS), restaurant reputation (RR), variety seeking tendency (VST), trust (T), and revisit intention (RI) variables have a cross-loading value is more significant than 0.5, so that it can be said that the research instrument is valid.

The average variance extracted from test results shows that the service quality, atmospherics, other customers, perceived value, customer satisfaction, restaurant reputation, variety-seeking tendency, trust, and revisit intention variables have an AVE value >0.5 . While, the food quality variable has an AVE value <0.5 , which is declared invalid.

The test of outer loading, cross-loading, and average variance extract aims to check the validity of the research instrument. If one of the examination results shows that all items are valid, it can be concluded that the research instrument has met the assumption of validity.

The reliability test was carried out by looking at the composite reliability value of the indicator block that measures the construct. The results of composite reliability are said to be reliable if it has a value above 0.7. The following are the results of composite reliability testing using SmartPLS.

The test results on all variables: service quality, food quality, atmospherics, other customers, perceived value, customer satisfaction, restaurant reputation, variety seeking tendency, trust, and revisit intention, show that the composite reliability value for all constructs has a value above 0.7 which shows that all constructs in the estimated model have met the reliability criteria.

A reliability test was also carried out using Cronbach's alpha test. The test results on all variables: service quality, food quality, atmospherics, other customers, perceived value, customer satisfaction, restaurant reputation, variety seeking tendency, trust, and revisit intention, show that Cronbach's alpha value for all constructs had a value above 0.6 so that it can be concluded that all constructs or variables in the study are reliable.

The subsequent measurement of the PLS-SEM model is the evaluation of the structural model (inner model). The inner model test was conducted to examine the relationship between the constructs of exogenous variables (independent variables) and endogenous variables (dependent variables) that had been hypothesized.

R-Squared of 0.601 for the Customer Satisfaction construct, which means that Service Quality, Food Quality, Atmospheric, Other Customs, and Perceived Value/Price can explain Customer Satisfaction of 60.1%. The R-squared value is also found in the Revisit Intention, which is influenced by Variety Seeking Tendency, Customer Satisfaction, Restaurant Reputation, and Trust, 26.6%. In the Trust construct, which is influenced by Customer Satisfaction and Restaurant Reputation, 41.7%.

Hypothesis testing using SmartPLS by looking at the value in the estimate for path coefficients table. Testing in this study was carried out by bootstrapping procedure. The results of hypothesis testing can be said to be significant (significantly influential) seen from the comparison between the t-count and t-table values. If the t-count value is higher than the t-table value, it means that the hypothesis is supported or accepted, or the hypothesis testing has no significant effect [17] (Table 1).

An interesting finding in this study shows that customer satisfaction is not influenced by service and food quality. In a dining restaurant, customers see aspects of the atmosphere and perceived value as factors that influence customer satisfaction. This is natural when customers pay relatively high prices. They want a high-quality restaurant atmosphere and get value for the money paid.

Another important finding in this study is that variation-seeking tendency has a significant negative effect on customers to revisit. A dining restaurant is indeed a restaurant with a relatively high price that offers an interesting atmosphere to visit besides the food. Customers have a lifestyle tendency to enjoy trying new restaurants.

Table 1. Estimates for Path Coefficients. Value Results

	OS	ST DEV	T Stat	p-value	R
SQ > CS	0.094	0.065	1.450	0.148*	NS
FQ > CS	0.053	0.054	0.991	0.322*	NS
A > CS	0.407	0.065	6.265	0.000*	S
OC > CS	0.119	0.050	2.373	0.018**	S
PV > CS	0.271	0.065	4.151	0.000*	S
CS > RI	0.185	0.084	2.198	0.028**	S
RR > RI	0.140	0.083	1.684	0.093***	S
VST > RI	0.196	0.057	3.417	0.001*	S
RR > T	0.210	0.066	3.208	0.001*	S
T > RI	0.170	0.103	1.656	0.098***	S

Notes: *(Significant at = 1%), ** (Significant at = 5%), *** (Significant at = 10%)

OS = Original Sample, STDEV = Standard Deviation, R = results S = Supported, NS = Not Supported

Table 2. Result Percentage Value of VAF

Variable	Indirect Effect	Direct Effects	VAF value	Result Criteria
CS	0.084	2.353	4%	No Mediation
RR	0.036	3.773	1%	No Mediation

Source: data processing results

Note: CS = customer satisfaction;

RR restaurant reputation

The reputation of the restaurant is also important in influencing trust. The era of social media makes it very easy for customers to find information before visiting, especially dining restaurants. A restaurant with a good reputation is usually easy for customers to find, and there is a lot of word of mouth from customers who have visited before, thus forming trust in the restaurant.

This study recommends that the owner or manager of a dining restaurant in Surabaya pay attention to the atmosphere aspect. Currently, many customers visit a dining restaurant wanting to show the atmosphere in the restaurant on their social media. In addition, with a relatively high price, customers want the restaurant to provide more value to its customers.

Perceived value and trust are significant if a restaurant wants customers to make repeat purchases. When customers spend on a relatively expensive product, they need to ensure that the restaurant they visit offers much value and has a good reputation.

The inner model test values in SmartPLS were obtained through modeling with the bootstrapping method. Thus, the test results will provide direct effects or direct effects, indirect effects or mediation effects, and total effects.

In the indirect effect test (mediation), the output of the significance test parameter is seen in the total effect table. The mediation effect is not only tested for the direct effect of the independent variable on the dependent variable but also the indirect relationship between the independent variable and the dependent variable (indirect effect). The total effect is used to see the total effect of the prediction (direct and indirect effect) (Table 2).

These results indicate that trust does not mediate the influence of customer satisfaction and restaurant reputation on revisit intention. This means that customer satisfaction and restaurant reputation will be more effective if they directly affect revisit intention and do not require trust as a mediating variable.

The test results and the significance of the relationship between variables in the results of the indirect effect provide information about the influence of customer satisfaction and restaurant reputation variables on revisit intention indirectly or through the mediation of the trust variable.

To make customers make repeat visits, the restaurant needs to make customers satisfied with previous visits and build a good reputation. Trust does not mediate customer satisfaction and restaurant reputation on revisit intention.

4 Conclusion

There are ten hypotheses in this study. The results show that eight hypotheses are supported, and two are not supported. The results of this study are in line with Mannan's [2] research. In this study, two hypotheses are not supported: the effect of service quality and food quality on customer satisfaction, while Mannan's research [2] showed that service quality and food quality significantly affect customer satisfaction. Trust does not mediate the effect of customer satisfaction and restaurant reputation on revisit intention. Meanwhile, in Mannan's [2] research, trust partially mediated both the customer satisfaction-revisit intention and restaurant reputation-revisit intention relationships.

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This research analyzes the effect of dividend payout ratio, dividend yield, earnings volatility, and debt-to-equity ratio on share price volatility in service sector enterprise indexed on the Indonesia Stock Exchange during the 2015–2019 period. This study used a quantitative approach with multiple linear...

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Control Mechanism Analysis in Mediating Market Valuation: Firm Performance in Indonesia

Nisrul Irawati, Lisa Marlina

The market valuation offers the opportunity to examine the firm performance, especially as the firm goes public. However, management often puts their interests above the interests of investors; therefore, management movement needs to be limited by a control mechanism that will reduce agency conflict....

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Types I, II, III Agency Problems, Firm Value, and National Governance Quality A Case Study of Indonesian and Singaporean Companies

Septiana Sihombing, Isfenti Sadalia, Amllys Syahputra Silalahi

Corporate governance is mostly studied in developed countries such as the US, UK, and some developed countries in Europe, which focuses on Type I agency problems (shareholder-manager), and there is a dearth of types of agency problems such as type II problems (shareholder-shareholder) and type III problems...

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Good Corporate Governance on Firm Value in the LQ45 Index (Indonesia Stock Exchange)

Nurlisa Borliani Siregar, Isfenti Sadalia, Amllys Syahputra Silalahi

The company does not only aim to seek profit but also to maximize its value which is reflected in the company's share price. Good corporate governance system that regulates the relationship between managers, creditors, and employees by considering their rights and obligations to create added value...

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The Effect of Financial Literacy, Risk Perception, Overconfidence, and Investment Experience on Cryptocurrency Investment Decision

Dian Mahardi Lestari, Isfenti Sadalia, Amllys Syahputra Silalahi

An investment decision is a discretion adopted by investors in selecting or determining the placement of their investment funds. Investments are always fraught with uncertainty, as the investment occurs in the present while the benefits come in the future. Investment is essentially the deployment of...

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Optimal Return Analysis Using Ichimoku Kinko Hyo on the LQ45 Indonesia Stock Exchange

Elon Losman, Isfenti Sadalia, Chairul Muluk

One of the indicators used in technical analysis to analyze stock trends is Ichimoku Kinko Hyo. Ichimoku Kinko Hyo itself has four components: Tenkan Sen, Kijun Sen, Chikou Span, and Kumo. The four components can be used independently, in pairs, or as a whole. This study aims to analyze the rate of return...

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The Influence of Profitability, Leverage, and Market Value on Income Smoothing in Coal Mining Industries Listed on the Indonesia Stock Exchange

Andreas Turnip, Isfenti Sadalia, Rina Bukit

This study aims to analyze the effect of profitability, leverage, and market value on income smoothing in Coal Mining industries listed on IDX. An important information for investors is profit and loss performance. Profit gives a signal that the company's performance is in a positive trend so that it...

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The Effect of Profitability, Liquidity, and Financial Leverage on Stock Prices in Property and Real Estate Companies Listed on the Indonesia Stock Exchange

S. Royan Sumando, Isfenti Sadalia, Abdilah Arif Nasution

The objectives of this study is to analyze the effect of profitability, liquidity, and financial leverage on the stock prices of property and real estate companies listed on the Indonesia Stock Exchange (IDX). The property and real estate industry growth of a country can be an indicator of its economic...

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The Effect of Profitability, Leverage, Incentive, and Gender Diversity on Tax Avoidance in Coal Sub-sector Companies Listed on the Indonesia Stock Exchange (IDX)

Maria Br Sihaloho, Iskandar Muda, Nisrul Irawati

Based on financial report data published by coal sub-sector companies on the IDX website from 2018 to 2020, this study attempts to assess the effect of profitability, leverage, incentives, and gender diversity on tax avoidance. In this study, sampling was done with the use of the STATA program and multiple...

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Investment Capital and Stock Return on Investment Interest in Millennial Generation in Indonesia

Andriansyah, Isfenti Sadalia

This research aims to determine the effect of investment capital and stock returns on investment interest in the millennial generation in the capital market. This research is associative research with a quantitative descriptive approach. This research was conducted in the city of Medan with a sample...

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Analysis of MSME Financial Intelligence Level in the Utilization of Peer-to-Peer (P2P) Lending as a Financing Alternative in Batam City

Rony Ukurta Barus, Isfenti Sadalia, Chairul Muluk

Micro, Small, and Medium Enterprises (MSME) is Indonesia's main corporate sector, with 97% of Indonesia's total workforce. Capital fulfillment is one of the obstacles to MSME's development. While most Indonesian MSMEs have various weaknesses in meeting banking requirements for financing, technological...

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The Effect of Operational Efficiency, Marketing Effectiveness, and Leverage on the Financial Performance of PT Pelabuhan Indonesia (PERSERO) Regional I

Rizka Ameylina Nasution, Iskandar Muda, Nisrul Irawati

This study aims to analyze the performance of PT Pelabuhan Indonesia (Persero) Regional I as part of the Indonesian logistics chain. The efficiency and effectiveness of PT Pelabuhan Indonesia (Persero) Regional I are expected to reduce logistics costs to realize economic development in the Western region...

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Review of Behavioral Finance from an Investor's Perspective

Beby Kendida Hasibuan, Isfenti Sadalia

This study aims to determine how the development of behavioral finance from year to year. As we know, developments regarding today's investment decision-making are heavily influenced by behavioral finance. This is because, in several studies, it is known that an investor can behave irrationally in making...

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The Role of Green Accounting and Corporate Social Responsibilities to Improve Maritime Tourism Quality in North Sulawesi

Victorina Z. Tirayoh, Herman Karamoy, Christian V. Datu, Christoffel Mardy O. Mintardjo

Green accounting and corporate social responsibility (CSR) play an essential role in improving the quality of human life and nature. The quality of maritime tourism faces various issues; thus, there is a need for synergy in the business world by implementing green accounting and CSR so that maritime-based...

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The Effect of Macroeconomic Variables on Kompas 100 Indeks on the Indonesia Stock Exchange

Pernando Simamora M, Nisrul Irawati, Chairul Muluk

This study aims to determine the effect of macroeconomic variables, inflation, economic growth, interest rate, exchange rate, and unemployment rate on the KOMPAS 100 Index on the Indonesia Stock Exchange. The sample in this study used the KOMPAS 100 Stock Price Index data from 2015 to 2020 with monthly...

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Green Organizational Culture as Mediator of the Effect of Knowledge Creation on Green Performance

Faizal Susilo Hadi, Sri Wartini, M. E. Lanny Kusuma Widjaja

Limited resources and environmental degradation encourage green economy practices. Green performance can not only be assessed from the production results in the form of products or services in one production chain, but it is a production process in a sustainable cycle or known as a circular economy....

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Competitive Advantage Strategy of Port Enterprise in Indonesia A Case Study of Eastern Indonesian Ports

Andi Iswoyo, Aminatuzzuhro, Yanuar Fauzuddin, Hendrik Rizqiawan, Supriyanto

In general, ports in Indonesia do not have sound capabilities to face competition with foreign ports. For example, Pelindo III is the largest port company in Indonesia that controls the logistics distribution area of Eastern Indonesia and also faces global port competition. This study explores the competitive...

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Will Education Return to Normal? Investigating Public Opinions on Covid-19 School Reopening

Bobby Ardiansyahmiraja

All educational institutions are currently reopening because the global community is more prepared and has the resources needed to control the spread of Covid-19. However, after years of online dominated learning, reopening schools and universities is not a simple task. Authorities need to understand...

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The Effect of Perceived Price Fairness, Product Quality, and Service Quality on Customer Loyalty with Customer Satisfaction Mediation on Shopee Consumers

Mohammad Nadhiful Fiqqih

This study aims to examine the effect of product price fairness, product quality, and service quality on customer loyalty by customer satisfaction mediation. This research was conducted on Shopee consumers in Surabaya. This study used quantitative methods with PLS (partial least square) test equipment....

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MSME Categorization In Indonesia: Is It Potentially Problematic?

Henrycus Winarto Santoso, Noviaty Kresna Darmasetiawan, Made Siti Sundari, Raymond Lim, Erisa

In Indonesia, MSMEs play a critical role in driving the economy through labor absorption and contribution to GDP. Therefore, MSME categorization has been through numerous processes of refinement in order to be implemented as intended to ascertain better empowerment by policymakers and provide unbiased...

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Potential Spillover from Foreign Companies Evidence from the Indonesian Convection Industry

Cynthia Yohanna Kartikasari, Suyanto Suyanto

The textile industry in Indonesia is fascinating to study due to its essential role in the Indonesian economy and as a strategic sector for employment. While imported items continue to dominate raw material supply in this sector, Foreign Direct Investment (FDI) inflows will bring about externality effects...

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Collaborative Strategy to Maintain Sinona Indonesia's Financial and Operational Sustainability in the New Normal Era

Noviaty K. Darmasetiawan, Henrycus W. Santoso

This study aims to analyze (1) the pentahelix network collaboration strategy carried out by Sinona Indonesia in the new normal era; (2) the role of the collaboration strategy in the pentahelix network in maintaining the financial and operational sustainability of Sinona Indonesia in the new normal era;...

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Integrating Social Cognitive and Social Capital Theory in Usi Telemedicine in Pandemic Period

Andri Rianawati, Flora Ramona Sigit Prakoeswa, Zainul Mustofa, Cita Rosita Sigit Prakoeswa, Aza Rosmala

During the Covid-19 outbreak, the usage of telemedicine has increased. This study has a goal to see how the integration of social cognitive and social capital theory affects users' inclinations to use telemedicine during pandemic turbulence. Individual relationships and social structure are discussed...

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The Use of Non-cash Payment Methods During The National Economic Recovery

Bambang Budiarto

This study aims to determine the proportion ratio between people who have more income and sufficient income when using a non-cash payment method. The division of two groups of people's income is based on The Regulation of the Minister of Manpower of the Republic of Indonesia No. 14 of 2020. People with...

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Grouping of Tourist Preferences Towards Tourist Villages in East Java Based on Facial Recognition and Background

Siti Mujanah, Candraningrat Candraningrat, Sumiati, Lutvi Abdullah, Nur Fitriani, Elvira Aulia Fijannah

The research aims to propose a new method for the analysis based on face picture content recognition technologies, travel habits, and preferences that were grouped by age, gender, and the background of tourist attractions utilized by photographers. This study uses content analysis to identify potential...

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Developing Model of Digital Leadership for the New Normal Age

Setyo Budianto, Ubud Salim, Wahdiyat Moko, Nur Khusniyah

The new normal is a new order created to adapt to the Covid-19 pandemic, a new habit built on adaptation to promote a clean and healthy lifestyle. The pandemic is a real-life example of a volatile-uncertain-complex-ambiguous (VUCA) world. It has resulted in huge changes in leadership and management of...

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Frugal Lifestyle Trend Among Generation Z How Do They Spend Money?

Prita Ayu Kusumawardhany

This research is based on the phenomenon of Generation Z's life as the next generation who spends their expenses sparingly due to several current global threats such as the depletion of global resources, the climate crisis, to the Covid-19 pandemic. This frugal lifestyle behavior is characterized differently...

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Internal Locus of Control, Entrepreneurial Learning, Risk Tolerance on Self-efficacy, and Entrepreneurial Intention

Denis Fidita Karya, Mohamad Yusak Anshori, Rizki Amalia Elfita, Laila Alfi Sahrin, Mira Nirmala Gita

The high unemployment rate in Indonesia is dominated by highly educated people, including senior high school, college, and diplomas. This is undoubtedly a concern of the government. To reduce the high unemployment rate, education is needed especially concerning the importance of having entrepreneurial...

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Domestic Consumption: Relative Product Quality Ethnocentrism, and Domestic Product Belief

Mohamad Yusak Anshori, Denis Fidita Karya, Rizki Amalia Elfita, Laila Alfi Sahrin, Mira Nirmala Gita

The increasing number of cosmetics imports in Indonesia has resulted in the domestic cosmetic industry has to compete with foreign products. This study aims to determine consumer behavior in using local products using cognitive (quality evaluation), normative (social and personal norms relating to the...

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The Effect of Financial Literacy and Financial Inclusion on MSMEs Performance

(Case Study in MSMEs Assisted by SME & IKM DPW North Sumatra Province)

Mangihut Parlindungan Aritonang, Isfenti Sadalia, Chairul Muluk

The performance of Micro, Small, and Medium Enterprises (MSMEs) has a vital role in the economy in Indonesia. Reaching 99.9% of the total businesses in Indonesia, MSMEs contribute significantly to job creation and employment. However, they still face many problems, especially capital problems, which...

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Supply Chain Management Strategy in Building a Competitive Advantage Through the Implementation of Logistic 4.0

Fausta Air Barata, Gustaf Naufan Febrianto, Muhammad Yasin

This study aims to examine supply chain management in building competitive advantage through logistics. This study indicates that: 1) Strategic supply chain management is achieved to win the supply chain or at least survive in market competition. Efficient and robust logistics 4.0 must rely on technology...

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Predicting Digital Business Startup Intention in SEA: TPB-PC Model Test

A Case Study of Indonesian Students

Christoffel Mardy O. Mintardjo, Achmad Sudiro, Mintarti Rahayu, Sudjatno Sudjatno

Digital business startups are essential engines for innovation and economic growth in Industry 4.0 era and digital civilization. These digital technology-

based businesses can grow and develop rapidly when new desires and ideas arise from entrepreneurs to establish digital business ventures. This study..

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The Change of a Poor Paradigm to a Rich Paradigm Through the NU Coin Movement Process

(A Case Study on the Zakat Infaq and Alms Institution MWC NU Kalidawir, Tulungagung Regency)

M. Yusuf Azwar Anas, Armanu Thoyib, Sudjatno, Risna Wijayanti

Poverty is a problem in many countries worldwide. Poverty can be in the form of poor wealth or mental poverty. This study aims to explain changing the poor paradigm to the rich through the NU Coin movement carried out by the amil zakat and infaq institutions of Nahdlatul Ulama. Community movement phenomenon...

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Self-regulation and Learning Outputs of Filipino MOOC Learners

Junard Duterte, Gilbert Importante

During the coronavirus pandemic, scholars study how learners pursue lifelong learning in open and distance education since few studies investigate this issue. This study aims to discover a learning model that would increase the students' online learning engagement and course completion in Massive Open...

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Unraveling Cultural Intelligence and Its Impact on Perceived Employability Among Undergraduate Students in Philippines' Public Universities

Daniel Fritz V. Silvallana, Maartandan S. Suppiah

Managing a multicultural environment has been increasingly challenging in the workplace. Higher education institutions are expected to play an active role in developing and promoting necessary skills for students to be adaptive in a diverse workplace after graduation. Cultural intelligence becomes a...

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Behind Knowledge Hiding Behavior A Case Study of CV. Tirta Monsager-Indonesia

Elsye Tandelilin, Noviaty Kresna Darmasetiawan, I. Gusti Ayu Kade Dewi Laksmi Wiryana

The study aims to understand the reasons behind knowledge hiding behavior. Knowledge hiding is a common phenomenon in organizations done intentionally by an individual to withhold or conceal knowledge that another has requested. Knowledge hiding becomes a contrarian behavior that violates the organization's...

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Employee Service Innovative Behavior in the Public Sector: The Role of Proactive Personality and Work Engagement

Anni Fitriana, Aryana Satrya

This study aims to examine the critical role of proactive personality on the employee service innovative behavior and the indirect effect of mediation of work engagement. 323 complete responses from full-time frontline employees in Indonesia's public service organization were used and analyzed with Structural...

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The Influence of Work Ability, Work Environment and Organizational Culture on Employee Performance with Motivation as a Mediating Variable

Firdaus Lismanto

The purpose of this study is to investigate the factors that contribute to the decline in employee performance at ABC Company, specifically work ability, organizational culture, work environment, and motivation. This type of research employs quantitative methods in applied business research. The sample...

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The Effect of Privacy (Security) Settings, Application Design, and E-Trust on E-Relationship Satisfaction and E-Loyalty on GoFood

in Surabaya

Ahadin Mintarum

This study aims to examine privacy (security) settings, application design, and e-trust on e-relationship satisfaction and e-loyalty on GoFood in Surabaya. This study used a quantitative approach with the partial least square (PLS) method by distributing questionnaires to 100 respondents who used the...

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Mediating Effect of Psychology Empowerment on the Influence of Knowledge Sharing to Lecturer Performance: An Empirical Study in UBP Karawang

Enjang Suherman, Suroso, Budi Rismayadi, Sihabudin

Lecturers' academic positions, university accreditation ratings, and lecturers' education levels that are not yet optimal indicate that lecturers' performance is still not optimal. The government's efforts by providing scholarships, training, and grants are a form of empowering lecturers. In addition,...

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The Impact of Employees' Paradox Mindset on Innovative Behavior Mediated by Thriving at Work: A Quantitative Study of Banking Employees

Maria Fillippa Neri Indrawati, Aryana Satrya

This study analyzes the relationship between employees' paradox mindset IWB. This study also investigates thriving as mediating variable in the relationships between employees' paradox mindset and IWB. Individual innovation is accompanied by paradoxical tension. Adopting a paradox mindset, which...

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Work from Home During the Covid-19 Pandemic in Civil and Public Service Context What Could Be Learned From It?

Rasmulia Sembiring, Winarto

The Covid-19 pandemic has forced people to discover a new way to work, study, learn and socialize. The terminology "work from home" is not new in the literature and practices; however, it became more and more popular around the world during the Covid-19 pandemic. The present research aims to explore...

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Gender Ideology and Company Performance Measure A Case Study on Two Companies in Indonesia

Lisa Widjaja, Dianne Frisko Koan

This study aims to analyze the role of the company's leader in arranging the non-financial measures using gender ideology. This study uses a qualitative approach to understand better the role of top management of the company in the

way they set up the performance measures, especially non-financial measures....

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The Relativism of Ethical Dilemma Decision Making The Use of Social Media for Pre-employment Background Check

Permata Ayu Widyasari

The research involves 120 business students answering ethical dilemmas in business. The case was about a company using social media as a pre-employment background check and considering it part of the hiring process. The students must answer from both the candidate's and the employer's perspectives. Initially,...

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The Effect of Organizational Learning Culture, Self-efficacy, and Organizational Citizenship Behavior on Knowledge Sharing Behavior

Mustofa, J. L. Eko Nugroho

This study aims to determine the effect of organizational learning culture, self-efficacy, and organizational citizenship behavior on knowledge sharing behavior of teachers at State Senior High Schools (SMAN) in Surabaya. The sample consisted of 92 respondents. Data collection was done by questionnaire....

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The Importance and Performance Analysis with Diagonal Regression Approach

Uus Mohammad Darul Fadli, Budi Rismayadi, Citra Savitri

This study aims to examine the importance and performance analysis using a diagonal regression approach. Scale measurement used semantic differential. The diagonal of the regression coefficient was used to map the coordinates of the balance of the importance and performance analysis assessments with...

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Employee Relations Strategy in Improving Team Performance at the PT X Station Jakarta

Chair Amir, Sugeng Santoso, Rini Anggraini, Taufik Riyandi, Sayer Zulkarnaen

Numerous factors, including leadership style, leadership capabilities, communication climate, and customer character, contribute to performance gaps. The research prioritizes the passenger transportation services of PT X over the work of other divisions. It highlights employee relations as a factor contributing...

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The Effect of Spiritual Leadership, Organizational Support, and Islamic Work Ethic Testing Employee Performance and OCB as Mediating Variable

Ahyar Yuniawan, Fuad Mas'ud, Intan Ratnawati

Employees and companies are two things that cannot be separated because employees play a major role in carrying out company activities. Every company tries to improve and develop its company by doing many ways related to the employee performance improvement program. To make progress and achieve the goals...

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Predictors and Impact of Openness to Change in Asset Management Contract (AMC) Implementation at the Electric Power Service Company

Satpaulina, Yeni Absah, Rulianda Purnomo Wibowo

The change strategy in asset management implementation is an effort made by the company to deal with the changing business environment. Management decisions with the asset management contract (AMC) mechanism are feared to impact employee satisfaction and employee continuance commitment. This study aims...

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Analysis of Job Satisfaction on Employee Engagement Impacted on Turnover Intentions at PT Hilti Nusantara's

Account Manager

Ariwinata, Harmein Nasution, Linda Tri Murni Maas

This research was conducted at PT Hilti Nusantara addressed at The Garden Center Building Level 3, Unit 3–11 Cilandak Commercial Estate, Cilandak KKO Street, Pasar Minggu, South Jakarta. This study aims to examine the Job Satisfaction on Employee Engagement Impacted on Turnover Intentions at PT Hilti...

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Evaluation of the Implementation of Hospital Management Information Systems (SIMRS) Using the Hot–Fit Method at Al Fuadi General Hospital, Binjai

M. Ibnu Alhaq, Yeni Absah, R. P. Wibowo

This research aims to investigate the factors that provide the maximum net benefit from the implementation of SIMRS. Based on the patient satisfaction survey conducted, there were still complaints related to poor service performance of the agency and the low increase in inpatients every year. This type...

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Analysis of Balanced Scorecard Implementation on the Calculation of Performance of PT PLN (Persero) North Sumatera

Rosyid Nurdin Fauzi, Nazaruddin, Amllys Syahputra Silalahi

This research aims to analyze the results of the balanced scorecard implemented by PLN UIKSBU in optimizing the achievement of its targets. A hypothesis was formulated that the measurement of key performance indicators from the perspective of human resources, namely Human Capital Readiness (HCR) and...

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The Effect of a Toxic Work Environment on Employee Engagement in the Digital Era and Society 5.0

Johny Rusdiyanto

People's lives have undergone a radical transformation as a result of the Industrial Revolution 4.0, and this concept is known as Society 5.0. The concept refers to a revolution in society that incorporates human and humanities aspects into its use of technology. Digitalization in some sectors has begun,...

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Analysis of Career Development as a Public Agency in *BPJS Ketenagakerjaan* Medan Branch

Erny Veranica Napitupulu, Harmein Nasution, Yeni Absah

PERDIR/22/092021 stipulates BPJS Ketenagakerjaan (Employment Social Security Program) Staffing Management, including career development in the BPJS Ketenagakerjaan. It is an integral part of management, but in reality, there are no indications of the optimal implementation of career development in BPJS...

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Competence of Indonesian Social Security Driver (Shield) in Increasing Participation at BPJS Employment Medan City Branch

Muhammad Ari Iriawan

Social security is an essential thing needed by everyone, including employment social security for Indonesian workers. The Penggerak Jaminan Sosial Indonesia (PERISAI), an agent in social security, plays an essential role in conveying the benefits of the existing social security program to protect workers....

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The Influence of Organizational Behavior on the Sustainability Services of the Ate Keleng Foundation of Karo Batak Protestant Church (YAK GBKP)

Yusuf Tarigan, Sukaria Sinulingga, Linda Trimurni Maas

The sustainability of a foundation as a nonprofit organization depends on donations from domestic and abroad and the influence of its leaders. Donation influences whether the foundation can continue its services. Based on several studies, it was found that the foundation's sustainability does not only...

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Analysis of Workload, Employee Placement, and Employee Engagement on Employee Job Satisfaction at Medan Customs and Excise Office

Bosker Edward Hutabarat, Prihatin Lumbanraja, Isfenti Sadalia

One of the important aspects of human resource management is measuring employee job satisfaction. Job satisfaction is an individual's general attitude towards his job. This study analyzes the influence of workload, employee placement, and employee engagement on employee job satisfaction at Medan Customs...

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Effect of Occupational Health Safety and Rewards on Employee Performance and Work Motivation as Intervening Variables at PT Pertamina Geothermal Energy Area Sibayak

Ryan Dwi Gustriandha, Nazaruddin, Isfenti Sadalia

These days, human resources are a vital role needed as a company asset to survive in the current business competition. Human resources as employees cannot be separated from problems related to occupational health and safety in the company as by ensuring occupational health safety, companies can foster...

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Does Gender Matter in the Relationship Between Individual Absorptive Capacity and Subjectivity Career Success?

Yasmin Chairunisa Muchtar, Inneke Qamariah

Some scholars argue that career experience in the workplace owned by men and women is different [9] caused by various factors. Hence, it may result in differences in the individual assessment of career success. This study aims to analyze the relationship between Networking Behavior on Subjective Career...

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The Influence of Implementation of the Four Disciplines of Execution on the Achievement of Commercial Credit Targets at PT Bank Sumut

Benyamin M. P. Siahaan, Yeni Absah, Isfenti Sadalia

Every corporate entity certainly wants to maximize the achievement of its targets to obtain maximum revenue and profits. This study aims to determine the effect of implementing the 4 Disciplines of Execution (4DX) on achieving commercial credit objectives in the Credit Division. This research is interesting...

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The Influence of Competence, Organizational Commitment, Training & Development on Employee Performance in Pondok Pesantren Modern Al Hasyimiyah Tebing Tinggi

Habibi Mardika Putra, Yeni Absah, Sugih Arto Pujangkoro

Human resource management views every employee in an organization as the most valuable asset. Every employee who works in an institution or company should improve skills and maintain organizational commitments to improve superior competitiveness. Measurements of employee performance need to be done in...

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Influence of Talent Management on Succession Planning Through Leadership Skills

Bambang Agustian, Yeni Absah, Isfenti Sadalia

One of a company's strategies in anticipating succession planning is talent management. Vacant critical positions, especially managerial positions, can disrupt the company's operational stability. This position requires fast acceleration, especially in terms of decision-making. The next problem is that...

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The Impact of Work Placement, Work Environment, Work Motivation, and Communication on Employee Performance in the Library and Archives of the Medan City Government

Sumiadi, Yeni Absah, Isfenti Sadalia

Employee performance is essential because high performance will be able to motorize all the elements in an organization to achieve its goal. The civil servant knows that good performance has an optimal role in national

development. This research aims to analyze the influence of work placeme work environment,...

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The Influence of Leadership, Motivation and Reward on Turnover Intention with Job Satisfaction as an Intervening Variable

(Case Study of Fertilizer Company, Deli Serdang)

Adi Gumelar Cakra Prabowo, Prihatin Lumbanraja, Rulianda Purnomo Wibowo

One form of employee behavior in the organization is the desire to resign (Turnover Intentions), which leads to the employee's decision to resign from his job. The company under scrutiny is a distributor of agricultural & plantation fertilizers in the Deli Serdang area, with market areas covering...

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The Effect of Quality of Work-Life, Training, and Organizational Climate on Job Satisfaction at PT. X's Plantation Company

Johannes Wijaya Sinaga, Iskadarini, Rulianda Purnomo Wibowo

This paper examines the effect of quality of work-life, training, and organizational climate on Job Satisfaction. This research partially shows that the quality of work-life has a significant positive effect on job satisfaction at PT. X plantation company, training has a significant positive effect on...

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The Influence of Training Program and Work Environment on Employee Performance Through Work Satisfaction as a Mediating Variable

Selva Mardinawaty, Yeni Absah, Isfenti Sadalia

This study aims to investigate the effect of a training program and work environment on employee performance through work satisfaction. The research methodology used was descriptive quantitative with a path analysis approach to answer the research hypothesis. The research population was 78 employees...

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Analysis of Job Satisfaction, Job Stress, and Job Insecurity on Employee Turnover Intention at a Manufacturing Company in the Industrial and Chemical Sector in North Sumatra

Laurasia Trya Prillya, Prihatin Lumbanraja, Meilita Tryana Sembiring

The study aims to analyze the effect of job satisfaction, job stress, and job insecurity on employee turnover intention at a Manufacturing Company in the Industrial and Chemical Sector in North Sumatra. The study was conducted on 96 employees at a Manufacturing Company in the Industrial and Chemical...

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The Influence of Transformational Leadership, Workload, and Competence on SME Relationship Manager Performance at Bank BNI Territorial Office 1 North Sumatera

Tirza Hafiz, Yeni Absah, Isfenti Sadalia

Fierce competition in the banking industry requires companies to outperform and innovate to survive and evolve. As a driving force for a company, human resources have to play the most important role and work well to help the company achieve its goals. This research aims to analyze the relationship among...

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Analysis of Factors Affecting the Installation of the Ship Care System in PT. Pelabuhan Indonesia (PERSERO)

Windi Afika Manurung, Harmein Nasution, Linda T. Maas

This research aims to analyze the factors that affect the impediment of the ship maintenance system in PT. Pelabuhan Indonesia (Persero), which consists of variables of competence and work motivation for employee performance of the Ship Division at PT. Pelabuhan Indonesia Regional 1 (Persero). The research...

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The Effect of Green Work-Life Balance and Organizational Citizenship Behavior on the Environment to Improve

Environmental Performance of the Cooperative and SME Of East Java Province Employees

Amiartuti Kusmaningtyas, Alivia Nur Faidah

Concern for the environment impacts environmental sustainability and the continuation of human life. A conducive environment can be realized if humans manage the environment, both in work life and personal life. Voluntary behavior to care for the environment manifests the ability to control the setting....

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Islamic Human Capital A New Concept for Islamic Business Organizations

Rita Mutiarni, Ubud Salim, Eko Ganis Sukoharsono, Mintarti

As one of the countries with the largest Muslim population globally, Indonesia is trying to overcome poverty by driving the community's economy through various economic institutions, one of which is sharia cooperatives. But unfortunately, even though the majority of the Indonesian population is Muslim,...

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Research Overview on the Life of Families with Foreign Elements in Ho Chi Minh City, Vietnam

Phan Thi Hong Xuan, Phan Hieu Nghia, Le Nguyen Ai Huyen, Kang Min Soo, Vo Phan My Tra

Ho Chi Minh City is considered a safe land of perching birds, where diverse colorful cultures converge. Experiencing many difficulties throughout history, Ho Chi Minh City has been growing and developing to affirm the country's leading position. Alongside the city's economic and social development,...

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Designing Key Performance Indicators (KPI) for Teachers to Improve the Performance of SMK Muhammadiyah 20 Panai Hulu, North Sumatra

Thoyyib Kardianto, Prihatin Lumbanraja, Meilita Tryana Sembiring

Organizational performance is an indicator of the level of achievement that can be achieved, reflecting the success of an organization and the results achieved by the organization members. Performance is the result of collaborative activities between members or organizational components in order to realize...

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Factors Affecting Purchase Intention Through Online Application: A Case Study of Lazada

Waiphot Kulachai, Adi Prasetyo Tedjakusuma, Junphen Wannarak, Patipol Homyamyen

This paper aims to examine the relationship between product, price, place, promotion, trust, and intention to purchase. The sample of this study was 125 undergraduate students at a university located in Suphanburi, Thailand. Due to the Covid-19 pandemic, an online questionnaire was administered to collect...

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Internal Branding as a Marketing Strategy for Start-Up

Ahmed Rageh Ismail, Bahtiar Mohamad, Muslim Diekola Akanmu

Internal branding evolved from marketing to engage employees of any organization for strategic planning. However, there has been a lack of evidence on the internal branding's Return on Investment that has affected start-up managers. Therefore, this study aims to investigate the roles of internal branding...

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The Entrepreneurial Orientation of Property Developers Around JLLB Surabaya Plan

Freddy Mutiara

Property development, especially landed houses, is taking place around the Surabaya Outer West Ring Road (JLLB) infrastructure plan. These days, there are dozens of new residential areas in the border area of Western Surabaya and Southern Gresik, East Java Province, Indonesia, utilizing JLLB's plans...

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The Factors That Affect Tourist Revisit Intention of Sanur Ba Beach

Ni Ketut Sonia Mutiara, Indarini, Dudi Anandya

The Covid-19 pandemic has affected the tourism sectors worldwide, including Bali, Indonesia. This study aims to identify factors affecting the revisit intention of Sanur Bali beach. It is a quantitative study using the primary data of 240 respondents. This study used a questionnaire with a target of...

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Does Religiousness Matter to Intention to Commit Digital Piracy?

Adhika Putra Wicaksono

The study aims to examine digital piracy using the Theory of Planned Behavior (TPB), religious theory, and deterrence theory by adding economic and hedonic benefits. This study used a non-probability sampling technique. The questionnaire was distributed through an online platform and obtained from 214...

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"I Know What You Did During the Pandemic" Consumer Behavioral Actions During the Covid-19 Outbreak

Andhy Setyawan, Fandy Tjiptono

Although it is not the only pandemic in human history, the Covid-19 has had severe negative long-term impacts and disruptions on business and consumer

behavior. The rapid and deadly transmission of Covid-19 has caused various individual responses in social interactions and personal activities. This study

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Intention to Use Mobile Payment in Indonesia. The Role of Innovativeness, Usefulness, Risk, and User Stress

Angelia Putri Permatasari, Dudi Anandya, Indarini

This study aims to examine the effect of perceived satisfaction, perceived usefulness, perceived risk, and perceived trust variables on the intention to use mobile payment in Indonesia. This study uses Gopay mobile payment as an object. This study is causal research that was tested empirically by using...

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The Antecedents in Forming Loyalty in the Fast-Food Industry

Grace Felicia Djayapranata, Andhy Setyawan

The fast-food industry is one of the fastest-growing industrial sectors. However, as the market grows, more and more competitors are entering this industry. With the increasing number of choices, it is difficult for companies to maintain consumer loyalty. Therefore, this study investigates the factors...

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Pre-school Choice Decision Making Among Millennial Mom Pilot Marketing Strategy Model

Cesya Rizkika Parahiyanti, Azizul Yadi Yaakop

Like mothers in other generations, millennial mothers also face several challenges when making decisions within the family, including choosing the best preschool for their children. Preschools must compete to meet the needs of millennial mothers who have children under six years old at their current...

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The Impact of Performance Management and Empowering Leadership on Personal Motivation

A Study Case of Salesforce Performance in Retail Market

Andre Omarhadi, Hatane Samuel, Serli Wijaya

The Covid-19 pandemic has brought the world into a new era that has demanded changes in various sectors, including the management of salesforces in retail stores. Due to the pandemic, changes in consumers' habits have raised challenges for salesforce management to increase its salesforces' personal motivation...

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The Effect of Perceived Ease of Use and Perceived Usefulness on Trust, Loyalty of E-Commerce Customers

Marso

The e-commerce market opportunity supported by the government has encouraged the increasingly competitive digital-based businesses in Indon This study was performed in this regard to investigate and test the direct impact of perceived ease of use on perceived usefulness, perceived ease of use on...

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