

## Intention to use E-wallet during the COVID-19 pandemic in Indonesia

S. Rahayu & S. Hariadi

*Management Department, University of Surabaya, Indonesia*

**ABSTRACT:** The physical distancing policy initiated by the World Health Organization has prompted the Indonesian government to promote contactless payments throughout the pandemic. COVID-19 can be transmitted through the physical movement of money, and thus consumers are encouraged to make non-cash payment transactions via e-wallet. This causal study using the Structural Equation Model aims to determine the effect of perceived risk, government support, and perceived usefulness on the intention to use e-wallet during a pandemic. Research on 256 respondents using e-wallet shows that six hypotheses are supported.

### 1 INTRODUCTION

Several recent studies have revealed that the COVID-19 pandemic has significantly exaggerated social and economic aspects, finance, and supply chains. The pandemic also has distressed business in general (Swift 2009). However, research on the impact of the pandemic on the way consumers make payments is still scarce. Physical money may be a medium for the spread of the virus, so WHO recommends the use of digital money (Aji et al. 2020).

Bank Indonesia stated that during the period of January–July 2020, the value of monthly electronic money transactions reached IDR 16.7 trillion. This figure increased by 59% compared to the average transaction in the same period of the previous year, which was IDR 9.9 trillion. The highest transaction value, amounting to IDR 17.5 trillion, was recorded in April when large-scale social restrictions (PSBB) were implemented in Jakarta (Annur 2020).

E-wallet plays an important role in dealing with the pandemic. Some restaurants accept cashless payments via e-wallet or bank transfer. The government supports the role of e-wallet in handling the pandemic by setting uniform transaction rates in Indonesia (Setyowati 2021).

Digital services, from fintech, electronic money, to digital wallets, are part of people's lifestyles. This is in line with online shopping that is increasingly popular and, offers easy and safer payment transactions during the pandemic (<https://rm.id>).

In 2019, electronic money transactions reached US\$ 10 billion, and e-wallets from fintech accounted for around 72% of electronic money transactions. Fintech has surpassed banks as the main payment provider in Indonesia (Burhan 2021).

Aji et al. (2020) examined the intention to use e-wallet during a pandemic with respondents from two countries, i.e., Indonesia and Malaysia. The results show that the effects of government support on the intention to use e-wallets differ between countries. In addition, perceived usefulness is fully mediated by the relationship between government support and intention to use e-wallet, and partially mediated by the effect of perceived risk on intention to use e-wallet.

Kustono et al. (2020) observed the factors that influence the behavioral intentions of 180 respondents in using electronic wallets in Jember Regency, Indonesia. Six hypotheses were tested and four hypotheses, namely, application quality, perceived usefulness, ease of use, and attitudes towards use, were accepted.

The purpose of this study was to investigate the intention to use e-wallets throughout a pandemic in Indonesia. In contrast to Aji et al. (2020), this research emphasizes the use of the top five e-wallets in Indonesia, i.e., ShopeePay, Dana, OVO, Gopay and LinkAja.

## 2 LITERATURE REVIEW AND HYPOTHESES

The impact of the COVID-19 pandemic on business and consumer behavior was explained by Sheth (2020). The number of people who chose physical stores or malls as their shopping locations decreased from 73% before the pandemic to 24% during the pandemic (Ekarina 2020).

Intention to use is a person's attitude in using certain products in the future (Rantung et al. 2020). E-wallet is an effective method for various types of payments during physical restrictions or self-quarantine periods. The higher the risk of COVID-19 transmission during transactions with cash is, the stronger the intention to use e-wallet for payment transactions becomes.

The intention to use e-wallet can be influenced by several factors. The first factor is perceived risk, which is defined as the perception of uncertainty in the buying situation and is the main determinant of a person's behavior to adopt technology (Cox & Rich 1964; Im et al. 2008). The risk perceived by consumers is an obstacle for consumers in considering purchasing decisions (Forsythe & Shi 2003; Kim et al. 2008; Phonthanukitithaworn & Sellitto 2016). The second factor is government, which is a person, body, or apparatus that gives orders (Pradjaja 2003). The government as a regulator has an obligation to prevent the potential negative effects on e-wallet users (Aji et al. 2020; Brown 2020; Huang 2020; Sheikh et al. 2020). The third factor is, perceived usefulness, which is a person's level of trust in a particular subject that provides benefits for people who use it (Adams et al. 1992; Davis 1989; Thompson et al. 1991).

The government continues to strive to reduce the spread of COVID-19 and overcome the impact of the pandemic on the safety and economic resilience of the community ([www.kominfo.go.id](http://www.kominfo.go.id)). The government should encourage people to get involved in e-wallet payments (Kaur 2020).

*H1: Perceived risk positively affects government support for e-wallets*

Consumers are used to using cash, but various electronic media payments can be adopted as a new alternative when consumers feel the benefits. Perceived risk has also been added to the Technology Acceptance Model (TAM) in several studies, and has a significant effect on perceived usefulness (Aji et al. 2020).

*H2: Perceived risk positively affects perceived usefulness of e-wallets*

People are currently uncomfortable with and worried about paying using cash, for fear that cash contains the virus. The government guarantees e-wallet server facilities, and encourages people to innovate in payments, and there is no need to worry because the government oversees these transactions (Haderi 2014; Sugiyarti 2020).

*H3: Government support for e-wallets positively affects the perceived usefulness of e-wallets*

In this study, the higher the COVID-19 risk in cash perceived by the individual is, the stronger the intention to use e-wallet for payment transactions becomes. It is important to consider that an individual's decision to adopt an application system is determined by its perceived usefulness (Aji et al. 2020).

*H4: Perceived risk positively affects intention to use e-wallets*

When consumers feel government support, the intention to use e-wallet will be stronger. Perceived usefulness is also considered a fundamental factor for using a technology system or application. The effect of government support on intentions to use e-wallet can be better explained by perceived usefulness (Aji et al. 2020).

*H5: Government support positively affects intention to use e-wallets*

Several previous studies have found that perceived use is a strong predictor of intention to use e-money (Aji & Dharmesta 2019). There is research that supports a positive relationship between perceived usefulness and the actual use of systems related to certain technologies (Park et al. 2014; Perdigoto & Picoto 2014; Purwitasari & Pratomo 2015).

*H6: Perceived usefulness positively affects intention to use e-wallets*

## 3 RESEARCH METHOD

This causal research examined the effect of the independent variable on the dependent variable. The data used in this study are primary data obtained by distributing questionnaires via google form.

The respondents of this research were the users of the five largest e-wallet platforms in Indonesia, i.e., ShopeePay, Dana, OVO, Gopay and LinkAja.

The data obtained were processed using SPSS 25.0. In order to see the contribution of each indicator in the model (Figure 1), measurements were made using Confirmatory Factor Analysis (Hair et al. 2010:19). The suitability of the measurement model with empirical data was measured by the goodness of fit index (Wijanto 2008). Structural Equation Model analysis was performed with AMOS 22.0. Finally, a hypothesis test was conducted.

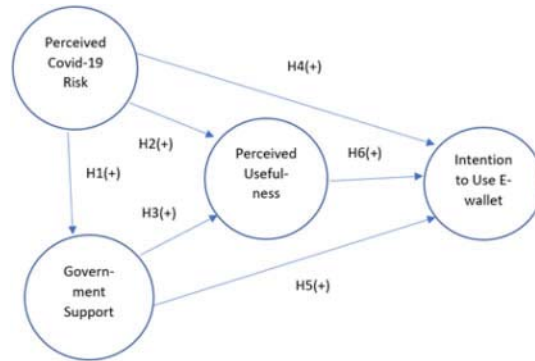


Figure 1. Research model.

#### 4 RESULT, DISCUSSION AND CONCLUSION

The results of the test showed that all indicators, namely, perceived risk, government support, perceived usefulness, and intention to use variables were declared valid and reliable. The number of respondents, was 256, consisting of 47.3% male respondents and 52.7% female respondents, and were dominated by respondents aged 17–25 years at 88.3%. The majority of respondents' educational attainment is high school graduate (61.7%).

The measurement model found that the CIMN/DF value, was 2.243 or marginal fit. RMSEA value was 0.07 or good fit. Tucker Lewis Index was 0.945 > 0.95 or marginal fit. The CFI value was 0.955 or good fit. The Average Variance Extracted value for each indicator was above 0.5 and the Construct Reliability value was above 0.6. Thus, all variables in this indicator were valid for further testing.

SEM structural model calculation results produced the CMIN/DF value, which was 2,243 or marginal fit. The RMSEA good fit value was 0.070. Goodness of fit index was 0.907 or marginal fit. The Tucker Lewis Index was 0.945 or good fit. The CFI value was 0.955 or good fit.

Table 1 shows the results of hypothesis testing, which are explained as follows: (1) perceived risk affects government support for e-wallet. The path coefficient was positive (0.389) with a CR value

Table 1. Summary of hypothesis testing results.

| Hypothesis | Relationships between constructs | Estimate | CR   | P value | Description |
|------------|----------------------------------|----------|------|---------|-------------|
| H1         | PR → GS                          | 0.389    | 6366 | ***     | Supported   |
| H2         | PR → PU                          | 0.232    | 3997 | 0.004   | Supported   |
| H3         | GS → PU                          | 0.647    | 8168 | 0.956   | Supported   |
| H4         | PR → INT                         | 0.152    | 3611 | 0.003   | Supported   |
| H5         | GS → INT                         | 0.237    | 3686 | 0.003   | Supported   |
| H6         | PU → INT                         | 0.448    | 6453 | ***     | Supported   |

of 6366, which means that the first hypothesis is supported. (2) Perceived risk affects the perceived usefulness of e-wallet. The path coefficient was positive (0.232) with a CR value of 3.997, meaning that the second hypothesis is supported. (3) Government support affects the perceived usefulness of e-wallet. The path coefficient was positive (0.647) with a CR value of 8.168, meaning that the third hypothesis is supported. (4) Perceived risk has an effect on intention to use. The path coefficient was positive (0.152) with a CR value of 3.611, meaning that the fourth hypothesis is supported. (5) Government support has an effect on intention to use. The path coefficient was positive (0.237) with a CR value of 3.686, meaning that the fifth hypothesis is supported. (6) Perceived usefulness affects the intention to use e-wallet. The path coefficient was positive (0.448) with a CR value of 6.453, meaning that the sixth hypothesis is supported.

The results of this study show that five hypotheses fit and one hypothesis (hypothesis 5) is not in accordance with the results of the study Aji et al. (2020). The results of this study could be different when carried out on different respondents. The respondents in this study are the five largest e-wallet users in Indonesia.

## REFERENCES

- Adams, D., Nelson, R., Todd, PA, & Nelson, RR. 1992. Perceived Usefulness, Ease of Use, and Usage of Information Technology. *MIS Quarterly* 16(2), 227–247.
- Aji, HM, Berakon, I & Husin MM. 2020. COVID-19 and e-wallet usage intention: A multigroup analysis between Indonesia and Malaysia. *Cogent Business & Management*, 7(1).
- Aji, HM, & Dharmmesta, BS. 2019. Subjective norm vs dogmatism: Christian consumer attitude towards Islamic TV advertising. *Journal of Islamic Marketing*, 10(3), 961–980.
- Annur, C M. 2020. What is the Value of Electronic Money Transactions in Indonesia during the Pandemic? Electronic Money Transaction Value (August 2019–July 2020) downloaded from <https://databoks.katadata.co.id/> on December 20, 2020.
- Burhan, FA. 2021. Fintech Overtakes Banks, Becomes the Main Payment Option in Indonesia. Downloaded from <https://katadata.co.id/desyetyowati/> on January 29, 2021. 19:12.
- Cox, DF & Rich, SU. 1964. Perceived Risk and Consumer Decision-Making—The Case of Telephone Shopping. *Journal of Marketing research*. DOI: 10.1177/002224376400100405
- Davis, FD. 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *IT Usefulness and Ease of Us*. 320.
- Forsythe, SM, & Shi, B. 2003. Consumer patronage and risk perceptions in internet shopping. *Journal of Business Research*, 56(11), 867–875. DOI: 10.1016/S0148-2963(01)00273-9.
- Haderi, SM. 2014. The influences of government support in accepting the information technology in public organization culture. *Int Journal of Business & Social Science*, 5(5): 118–124.
- Kaur, H. 2020. Forget ‘social distancing.’ Downloaded from <https://edition.cnn.com/2020/04/15/> on December 11, 2020.
- Kim, DJ, Ferrin, DL, & Rao, HR. 2008. A trust-based consumer decision-making model in electronic commerce. *Decision Support Systems*, 44(2): 544–564.
- Kustono, AS, Nanggala AYA, Mas’ud, I. 2020. Determinants of the Use of E-Wallet for Transaction Payment among College Students. *Jou of Ec, Bus, & Acc Ventures*, 23(1): 85–95.
- Phonthanukitithaworn, C & Sellitto, C. 2016. An investigation of mobile payment (m-payment) services in Thailand. *Asia-Pacific Journal of Business Administration*, 8(1): 37-54.
- Rantung, HM, Willem, JFA, & Gunawan, M. 2020. The Determinants Influencing Behavioral Intention to Use E-Wallet during Covid-19 Pandemic in Manado. *EMBA Journal*, 8(4): 352.
- Setyowati, D. 2021. Number of Digital Wallet Consumers Soared. Downloaded from <https://rm.id/baca-berita/nasional/80885/> on 25 June 2021 05:20 WIB.
- Sheth, J. 2020. Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of Business Research*, 117: 280–283. DOI:10.1016/j.jbusres.2020.05.059.
- Sheikh, K, Sriram, V, Soucat, A, & Bigdeli, M. 2020. Governance roles and capacities of ministries of health. *Int Journal of Health Policy Management*. DOI: 10.34172/ijhpm.2020.39
- Sugiyarti, L. 2020. During the COVID-19 pandemic, e-wallet was a form of cashless increase. Downloaded from <http://lppm.unpam.ac.id/2020/03/11/> on January 13, 2021.
- [www.kominfo.go.id/content/detail/35503/kesafean-dan-ketahanan-Ekonomi-Masya-rakat-prioritas-utama-government-dalam-tangani-pandemi-covid-19/0/news](http://www.kominfo.go.id/content/detail/35503/kesafean-dan-ketahanan-Ekonomi-Masya-rakat-prioritas-utama-government-dalam-tangani-pandemi-covid-19/0/news).



# CONTEMPORARY RESEARCH ON MANAGEMENT AND BUSINESS

PROCEEDINGS OF THE INTERNATIONAL SEMINAR ON  
CONTEMPORARY RESEARCH ON BUSINESS AND  
MANAGEMENT (ICCRBM 2021), 18 DECEMBER 2021,  
JAKARTA, INDONESIA

Edited by  
Niko Nurrahman



6

2021

Please note, due to scheduled maintenance, eCommerce will be unavailable from Saturday 13th August 2022 02:30 GMT to 08:00 GMT. We regret any inconvenience this may cause.

« Entrepreneurship and Small Business Management (<https://www.taylorfrancis.com/search?subject=SCB0330&context=ubx>)

Show Path ▾

## Book



OPEN ACCESS  
Creative Commons,  
CC BY-NC-ND

# Contemporary Research on Management and Business

Edited By Siska Noviaristanti

|                 |   |
|-----------------|---|
| Edition         | 1st Edition   |
| First Published | 2022  |
| eBook Published | 7 September 2022  |
| Pub. Location   | London  |
| Imprint         | CRC Press   |
| DOI             | <a href="https://doi.org/10.1201/9781003295952">https://doi.org/10.1201/9781003295952</a> ( <a href="https://doi.org/10.1201/9781003295952">https://doi.org/10.1201/9781003295952</a> ) |
| Pages           | 322   |
| eBook ISBN      | 9781003295952   |
| Subjects        | Economics, Finance, Business & Industry, Engineering & Technology   |
| OA Funder       | Indonesia University  |

Share Citation

## ABSTRACT

This book contains 74 selected papers presented at the 5th International Seminar of Contemporary Research on Business and Management (ISCRBM 2021), which was organized by the Alliance of Indonesian Master of Management Program (APMMI) and held in Jakarta, Indonesia on 18 December 2021. This online conference was hosted by the Master of Management Program of Indonesia University. This year, ISCRBM focused on research related to driving sustainable business through innovation. Business has had to deal with the Covid-19 pandemic, so a new approach towards managing business to survive competition is indispensable. Innovation is the key for all organizations in surviving in the new normal and beyond. The Seminar aimed to provide a forum for leading scholars, academics, researchers, and practitioners in the business and management area to reflect on the issues, challenges and opportunities, and to share the latest innovative research and best practices. This seminar brought together participants to exchange ideas on the future development of management disciplines: human resource, marketing, operation, finance, strategic management and entrepreneurship.

The Open Access version of this book, available at [www.taylorfrancis.com](http://www.taylorfrancis.com) (<https://www.taylorfrancis.com>), has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

Chapter | 4 pages

Student perception on university brand equity during pandemics (/chapters/oa-edit/10.1201/9781003295952-1/student-perception-university-brand-equity-pandemics-puspitasari-mahrinasari-pandjaitan?context=ubx&refId=16f036a8-5102-4c26-be4f-63972f5694fd)

By A.Y. Puspitasari, M.S. Mahrinasari, D.R.H. Pandjaitan

Abstract ▾



DOWNLOAD  
Size: 0.10 MB

Chapter | 4 pages

Determinant of cash holdings from Indonesian public non-financial firms during Coronavirus-19 pandemic (/chapters/oa-edit/10.1201/9781003295952-2/determinant-cash-holdings-indonesian-public-non-financial-firms-coronavirus-19-pandemic-mujiyanto-prijadi?context=ubx&refId=9eeaf5aa-d49f-4b8a-99c6-10ea31a335fb)

By A.A. Mujiyanto, R. Prijadi



DOWNLOAD  
Size: 0.09 MB

Abstract ▾

Chapter | 4 pages

The influence of DKI Jakarta large scale social restriction (PSBB) policy on the Indonesia sharia stock index (ISSI): An event study (/chapters/oa-edit/10.1201/9781003295952-3/influence-dki-jakarta-large-scale-social-restriction-psbb-policy-indonesia-sharia-stock-index-issi-event-study-wildan-prasetyo?context=ubx&refid=4f0995ad-b4e4-462a-8fe5-12603a173232)

By A. Wildan, M.B. Prasetyo



DOWNLOAD

Size: 0.10 MB

Abstract ▾

Chapter | 4 pages

Customer satisfaction analysis of PT pupuk Indonesia procurement centralization program using customer satisfaction index (CSI) and importance performance analysis (IPA) method (/chapters/oa-edit/10.1201/9781003295952-4/customer-satisfaction-analysis-pt-pupuk-indonesia-procurement-centralization-program-using-customer-satisfaction-index-csi-importance-performance-analysis-ipa-method-akhmad?context=ubx&refid=d3aec5da-9917-4763-b083-fafa340c2d46)

By A.A. Akhmad



DOWNLOAD

Size: 0.13 MB

Abstract ▾

Chapter | 4 pages

Investor perception analysis on priority benefits of corporate income tax incentives in Indonesia (/chapters/oa-edit/10.1201/9781003295952-5/investor-perception-analysis-priority-benefits-corporate-income-tax-incentives-indonesia-seno-chalid?context=ubx&refid=704eae00-a819-4de6-b5b3-3a9ee2a62444)

By A.W.B. Seno, D.A. Chalid



DOWNLOAD

Size: 0.07 MB

Abstract ▾

Chapter | 3 pages

Overconfidence of Indonesian millennial investors' behavior during pandemic (/chapters/oa-edit/10.1201/9781003295952-6/overconfidence-indonesian-millennial-investors-behavior-pandemic-damayanti-rokhim?context=ubx&refid=84455791-b1c4-4816-ab7f-8cfabf7e624f)

By A.I.P.P. Damayanti, R. Rokhim



DOWNLOAD

Size: 0.12 MB

Abstract ▾

Chapter | 4 pages

The development of fortified salt marketing model as a leading product of Madura Island (/chapters/oa-edit/10.1201/9781003295952-7/development-fortified-salt-marketing-model-leading-product-madura-island-nugroho-susandini-islam?context=ubx&refid=ea374376-c728-4a1a-800c-7cd8bd379a74)

By P. Nugroho, A. Susandini, D. Islam



DOWNLOAD

Size: 0.11 MB

Abstract ▾

Chapter | 4 pages

The effect of overall e-service quality on repurchase intention, word of mouth and site revisit of local fashion brand customers (/chapters/oa-edit/10.1201/9781003295952-8/effect-overall-service-quality-repurchase-intention-word-mouth-site-revisit-local-fashion-brand-customers-precia-alversia-nastiti?context=ubx&refid=a884b1fc-36c0-43d2-8ca3-9a54afe77b01)

By A.D. Precia, Y. Alversia, C.A.D. Nastiti



DOWNLOAD

Size: 0.07 MB

Abstract ▾

Chapter | 4 pages

The influence of creativity and innovation on small and medium enterprises' (SMEs) performance during the COVID-19 pandemic: A systematic review (/chapters/oa-edit/10.1201/9781003295952-9/influence-creativity-innovation-small-medium-enterprises-smes-performance-covid-19-pandemic-systematic-review-gunawan-dewi-azhari?context=ubx&refid=3e716253-d6bc-4fb6-9a67-1cb4aa414f8a)

By A.A. Gunawan, F.G. Dewi, M. Azhari



DOWNLOAD

Size: 0.07 MB

Abstract ▾

Chapter | 4 pages

Capturing employee voice through social media Instagram during COVID-19 pandemic (/chapters/oa-edit/10.1201/9781003295952-10/capturing-employee-voice-social-media-instagram-covid-19-pandemic-pradipta-pertiwi?context=ubx&refid=3eeb7f13-3c2e-420e-942f-54dc37e871a0)

By A. Pradipta, K. Pertiwi



DOWNLOAD

Size: 0.11 MB

Abstract ▾

Chapter | 4 pages

Twitter sentiment analysis for price and transaction volume changes in the cryptocurrency market (/chapters/oa-edit/10.1201/9781003295952-11/twitter-sentiment-analysis-price-transaction-volume-changes-cryptocurrency-market-see-ulpah?context=ubx&refid=3e3f01a5-fbac-4e35-8339-34edfd9ae573)


By B.D.P. See, M. Ulpah



DOWNLOAD

Size: 0.10 MB



Abstract 

Chapter | 4 pages

The role of social presence towards product and restaurant evaluation in online food delivery services (/chapters/oa-edit/10.1201/9781003295952-12/role-social-presence-towards-product-restaurant-evaluation-online-food-delivery-services-ardiansyahmiraja-nadlifatin?context=ubx&refId=3fbab0fe-fa5f-4580-b185-57da1d39ac70)

By *B. Ardiansyahmiraja, R. Nadlifatin*

**DOWNLOAD**

Size: 0.12 MB

Abstract 

Chapter | 4 pages

The impact of beverage vessel and sugar related-knowledge on single-serve beverages purchase intention in convenience stores (/chapters/oa-edit/10.1201/9781003295952-13/impact-beverage-vessel-sugar-related-knowledge-single-serve-beverages-purchase-intention-convenience-stores-hadi?context=ubx&refId=bc82835b-8d3b-4907-89ca-b923e467d3ca)

By *C.W. Hadi*

**DOWNLOAD**

Size: 0.08 MB

Abstract 


Chapter | 4 pages

The effect of brand engagement and brand love upon overall brand equity and repurchase intention: Case study on smartphone brands in Indonesian millennials (/chapters/oa-edit/10.1201/9781003295952-14/effect-brand-engagement-brand-love-upon-overall-brand-equity-repurchase-intention-case-study-smartphone-brands-indonesian-millennials-anjani-astuti?context=ubx&refId=01cb39d0-9959-4a3f-9cbf-ebe3b1004652)

By *D. Anjani, R.D. Astuti*

**DOWNLOAD**

Size: 0.07 MB

Abstract 

Chapter | 4 pages

The effect of COVID-19 confirmed cases and deaths, lockdown policies, and vaccinations on stock return and volatility in Indonesia (/chapters/oa-edit/10.1201/9781003295952-15/effect-covid-19-confirmed-cases-deaths-lockdown-policies-vaccinations-stock-return-volatility-indonesia-nadilah-hanggraeni?context=ubx&refId=bd940703-8939-4a33-bfdd-74fddca77810)

By *D. F. Nadilah, D. Hanggraeni*

**DOWNLOAD**

Size: 0.12 MB

Abstract 

Chapter | 4 pages

Post-pandemic tourism resiliency: Lesson from Bali leadership capacities (/chapters/oa-edit/10.1201/9781003295952-16/post-pandemic-tourism-resiliency-lesson-bali-leadership-capacities-irawanto-novianti-satwika?context=ubx&refId=20a54e0c-ea0e-47c3-9a0a-36710864938f)

By *D.W. Irawanto, K.R. Novianti, I.P. Satwika*

**DOWNLOAD**

Size: 0.08 MB

Abstract 

Chapter | 4 pages

The correlation between spare parts planning systems with the inventory level at PT Petrokimia Gresik (/chapters/oa-edit/10.1201/9781003295952-17/correlation-spare-parts-planning-systems-inventory-level-pt-petrokimia-gresik-diyanto?context=ubx&refId=398e152c-b859-4fc5-857d-f18350de1fb6)

By *E.R. Diyanto*

**DOWNLOAD**

Size: 0.12 MB

Abstract 

Chapter | 4 pages

The effect of brand personality dimensions on self congruity and functional congruity on brand attitude: A study of Jaklingko users (/chapters/oa-edit/10.1201/9781003295952-18/effect-brand-personality-dimensions-self-congruity-functional-congruity-brand-attitude-study-jaklingko-users-simanjuntak?context=ubx&refId=5cef6731-d055-4354-9a54-97d04951cd7e)

By *E.S.M. Simanjuntak*

**DOWNLOAD**

Size: 0.10 MB

Abstract 

Chapter | 4 pages

The role of government support in entrepreneurs' success in the context of micro and small enterprises in Surabaya (/chapters/oa-edit/10.1201/9781003295952-19/role-government-support-entrepreneurs-success-context-micro-small-enterprises-surabaya-tandelilin?context=ubx&refId=226a1d94-fb8f-46fa-a78f-248a985cdef8)

By *E. Tandelilin*

**DOWNLOAD**

Size: 0.07 MB

Abstract 

Chapter | 3 pages

Waste reduction in the production process of Urea 1A plant of PT Petrokimia Gresik with applications of FMEA and root cause analysis (/chapters/oa-edit/10.1201/9781003295952-20/waste-reduction-production-process-urea-1a-plant-pt-petrokimia-gresik-applications-fmea-root-cause-analysis-wicaksono?context=ubx&refId=8a50b49c-7be9-4e88-8c79-4898d784c812)

**DOWNLOAD**

Size: 0.06 MB



By F. Wicaksono

Abstract ▾

Chapter | 4 pages

Procurement quality improvement using Lean Six Sigma and MAFMA at PT Petrokimia Gresik (/chapters/oa-edit/10.1201/9781003295952-21/procurement-quality-improvement-using-lean-six-sigma-mafma-pt-petrokimia-gresik-al-hafiish?context=ubx&refId=f34417f6-0d7f-4cac-aa36-ee0cc5199d63)

**DOWNLOAD**

Size: 0.07 MB

By F.W Al Hafiish

Abstract ▾

Chapter | 4 pages

Analysis of market shaping framework as a strategy in response to the COVID-19 pandemic in Indonesia (/chapters/oa-edit/10.1201/9781003295952-22/analysis-market-shaping-framework-strategy-response-covid-19-pandemic-indonesia-murtiasari-nasution?context=ubx&refId=fbfc744d-878e-41ca-aed0-dc919cc49e16)

**DOWNLOAD**

Size: 0.07 MB

By F.E. Murtiasari, Y. Nasution

Abstract ▾

Chapter | 4 pages

Financial performance impact on capital structure: Study on construction companies and transportation infrastructure companies in ASEAN-5 countries 2011–2019 (/chapters/oa-edit/10.1201/9781003295952-23/financial-performance-impact-capital-structure-study-construction-companies-transportation-infrastructure-companies-asean-5-countries-2011%E2%80%932019-saragih-anas?context=ubx&refId=f10f29ab-a3ac-47d3-a83a-2f68b18c71a1)

**DOWNLOAD**

Size: 0.10 MB

By H.S.E. Saragih, E.P. Anas

Abstract ▾

Chapter | 4 pages

State ownership, soft-budget constraints, and cash holding: Empirical studies on state owned enterprises in Indonesia (/chapters/oa-edit/10.1201/9781003295952-24/state-ownership-soft-budget-constraints-cash-holding-empirical-studies-state-owned-enterprises-indonesia-premonodanarsari?context=ubx&refId=71232d3f-9b5d-46b5-8c38-778dfd790fc9)

**DOWNLOAD**

Size: 0.13 MB

By H. Premono, D.N. Danarsari

Abstract ▾

Chapter | 4 pages

Implementation study of procurement plan consolidation to increase bargaining power of tenders and availability of long-term contracts: Case study on procurement of fabrication services at PT Petrokimia Gresik (/chapters/oa-edit/10.1201/9781003295952-25/implementation-study-procurement-plan-consolidation-increase-bargaining-power-tenders-availability-long-term-contracts-case-study-procurement-services-pt-petrokimia-gresik-prasetya-pamongkas?context=ubx&refId=2f89bc2b-224c-4021-a6c8-fc7229d6d081)

**DOWNLOAD**

Size: 0.16 MB

By H.T.U. Prasetya, Y.N. Pamungkas

Abstract ▾

Chapter | 4 pages

Probolinggo port performance measurement using balanced scorecard (/chapters/oa-edit/10.1201/9781003295952-26/probolinggo-port-performance-measurement-using-balanced-scorecard-hariyatin?context=ubx&refId=99686e9d-ba6c-4767-a1a9-ddbc816d1ed1)

**DOWNLOAD**

Size: 0.19 MB

By Hariyatin

Abstract ▾

Chapter | 4 pages

Implications of burnout and work–life balance towards turnover intention mediated by job satisfaction at a startup company (/chapters/oa-edit/10.1201/9781003295952-27/implications-burnout-work%E2%80%93life-balance-towards-turnover-intention-mediated-job-satisfaction-startup-company-verdana-satrya?context=ubx&refId=194865a0-796a-4008-96d8-96a0540e7451)

**DOWNLOAD**

Size: 0.10 MB

By J.P. Verdana, A. Satrya

Abstract ▾

Chapter | 4 pages

Job demands–control and work–family conflict on public servant's performance (/chapters/oa-edit/10.1201/9781003295952-28/job-demands%E2%80%93control-work%E2%80%93family-conflict-public-servant-performance-nainggolan-pusparini?context=ubx&refId=73086e8d-bee3-4336-9d94-fa77ec5450e0)

**DOWNLOAD**

Size: 0.09 MB

By J.H.A. Nainggolan, E.S. Pusparini

Abstract ▾

Chapter | 4 pages

The effects of gendered marketing on brand perception and purchase intention (/chapters/oa-edit/10.1201/9781003295952-29/effects-gendered-marketing-brand-perception-purchase-intention-subroto-balqiah?context=ubx&refId=fb5efe87-ec16-45b5-ae84-0460dd3278ba)



DOWNLOAD

Size: 0.12 MB

By *K.F. Subroto, T.E. Balqiah*

Abstract

Chapter | 4 pages

The impact of country-of-origin image and perceived brand prestige on perceived product quality, consumers' purchase intention of Korean skincare in Indonesia with consumer ethnocentrism as a moderating variable (/chapters/oa-edit/10.1201/9781003295952-30/impact-country-origin-image-perceived-brand-prestige-perceived-product-quality-consumers-purchase-intention-korean-skincare-indonesia-consumer-ethnocentrism-moderating-variable-lee?context=ubx&refId=1da2da3e-8a8a-42c8-accd-e3ae3a6b4e35)



DOWNLOAD

Size: 0.07 MB

By *K.M. Lee*

Abstract

Chapter | 4 pages

Reducing the quality deviation in Phosphogypsum pH by creating advance washing system in PT Petrokimia Gresik (Phosphoric acid plant) (/chapters/oa-edit/10.1201/9781003295952-31/reducing-quality-deviation-phosphogypsum-ph-creating-advance-washing-system-pt-petrokimia-gresik-phosphoric-acid-plant-purbawinasta-farisi?context=ubx&refId=d31e5f52-1e33-4a45-8b67-a93f4b397563)



DOWNLOAD

Size: 0.08 MB

By *L.H. Purbawinasta, J. Farisi*

Abstract

Chapter | 4 pages

Work-life balance in the public sector: The effect of work from home and work engagement (/chapters/oa-edit/10.1201/9781003295952-32/work-life-balance-public-sector-effect-work-home-work-engagement-afifah-satrya?context=ubx&refId=903951ab-b890-4166-bbe3-6074d78ac6c0)



DOWNLOAD

Size: 0.10 MB

By *L. N. Afifah, A. Satrya*

Abstract

Chapter | 5 pages

The role of marketing 4.0 elements, customer satisfaction, loyalty intentions, and religious brand preference among Indonesian Muslim woman customers of local modest fashion brands (/chapters/oa-edit/10.1201/9781003295952-33/role-marketing-4-0-elements-customer-satisfaction-loyalty-intentions-religious-brand-preference-among-indonesian-muslim-woman-customers-local-modest-fashion-brands-zain-astuti?context=ubx&refId=c2cd9dcb-1cb2-4a29-a179-edba692cc8ba)



DOWNLOAD

Size: 0.07 MB

By *M.A. Zain, R.D. Astuti*

Abstract

Chapter | 4 pages

"Incorrect pills": Civil servants' perspectives on delayering and specialization in Indonesian public sector (/chapters/oa-edit/10.1201/9781003295952-34/incorrect-pills-civil-servants-perspectives-delayering-specialization-indonesian-public-sector-nisa-pertiwi?context=ubx&refId=7ce1fa5f-94bf-4d64-a462-3121e3e0903b)



DOWNLOAD

Size: 0.13 MB

By *M.C. Nisa, K. Pertiwi*

Abstract

Chapter | 4 pages

The impact of cross-channel integration at mobile operator on customer's purchase behavior as a path toward Omnichannel strategy: A case study using data analytics in Telkomsel (/chapters/oa-edit/10.1201/9781003295952-35/impact-cross-channel-integration-mobile-operator-customer-purchase-behavior-path-toward-omnichannel-strategy-case-study-using-data-analytics-telkomsel-utama-balqiah?context=ubx&refId=20484d54-ed24-4ef8-98c4-7cc1b7fa0037)



DOWNLOAD

Size: 0.07 MB

By *M.C. Utama, T.E. Balqiah*

Abstract

Chapter | 4 pages

Effects of work environment and job characteristics on the turnover intention of millennial generation in Indonesia: The mediating role of work engagement (/chapters/oa-edit/10.1201/9781003295952-36/effects-work-environment-job-characteristics-turnover-intention-millennial-generation-indonesia-mediating-role-work-engagement-trisnursari-desiana?context=ubx&refId=ca4b83e5-4a83-4c42-a140-47ba864cedab)



DOWNLOAD

Size: 0.13 MB

By *M.R. Trisnursari, P.M. Desiana*

Abstract

Chapter | 4 pages

The impact of COVID-19 on investors' herding behavior in the ASEAN-5 stock market (/chapters/oa-edit/10.1201/9781003295952-37/impact-covid-19-investors-herding-behavior-asean-5-stock-market-resindra-lubis?context=ubx&refId=59ef3699-8184-486c-aa1f-98d88cfa1f29)



DOWNLOAD

Size: 0.12 MB

By *M.R.D. Resindra, A.W. Lubis*


Abstract 

Chapter | 4 pages

Assessing the impact of transformational leadership, overall justice on individual readiness for change through perceived organizational support: Test of moderating role of perceived organizational competence (/chapters/oa-edit/10.1201/9781003295952-38/assessing-impact-transformational-leadership-overall-justice-individual-readiness-change-perceived-organizational-support-test-moderating-role-perceived-organizational-competence-kuncoro-rachmawati?context=ubx&refid=787859e5-c793-44c7-bd6a-70807bb90375)

By *M. N. S. Kuncoro, R. Rachmawati***DOWNLOAD**

Size: 0.16 MB


Abstract 

Chapter | 4 pages

Dimensions of Islamic business coaches' role: A second order confirmatory factor analysis (CFA) (/chapters/oa-edit/10.1201/9781003295952-39/dimensions-islamic-business-coaches-role-second-order-confirmatory-factor-analysis-cfa-sholahuddin-abdullah-barom-tahir-wiyadi?context=ubx&refid=4e2eabe0-45cc-4d73-8f6c-4f19ec1b4328)

By *M. Sholahuddin, M.A. Abdullah, M.N. Barom, I.N. Tahir, Wiyadi***DOWNLOAD**

Size: 0.17 MB

Abstract 

Chapter | 4 pages

Transparent communication, transformational leadership, public sector employees' openness to change, and the role of anxiety as mediator (/chapters/oa-edit/10.1201/9781003295952-40/transparent-communication-transformational-leadership-public-sector-employees-openness-change-role-anxiety-mediator-frima-ardiyanti?context=ubx&refid=be8adac4-cbb8-4e57-9b98-d726d15dbe89)

By *M. Frima, N. Ardiyanti***DOWNLOAD**

Size: 0.11 MB


Abstract 

Chapter | 4 pages

The impact of working capital management on firm performance and corporate investment (/chapters/oa-edit/10.1201/9781003295952-41/impact-working-capital-management-firm-performance-corporate-investment-paskalino-diyanty?context=ubx&refid=f3fac70f-7200-4c83-a829-7999d2cd08e8)

By *N.M. Paskalino, V. Diyanty***DOWNLOAD**

Size: 0.11 MB


Abstract 

Chapter | 4 pages

The effect of flow to visit intention moderated by perceived awareness of safe travel campaign (/chapters/oa-edit/10.1201/9781003295952-42/effect-flow-visit-intention-moderated-perceived-awareness-safe-travel-campaign-dewi-alversia-sekardhani?context=ubx&refid=59e2cf5c-8362-41ad-a816-c32afb1de85d)

By *N.T. Dewi, Y. Alversia, M. Sekardhani***DOWNLOAD**

Size: 0.07 MB


Abstract 

Chapter | 4 pages

Effects of subjective norms and restaurant's precautionary measures on the intention to revisit full-service restaurants post COVID-19 pandemic (/chapters/oa-edit/10.1201/9781003295952-43/effects-subjective-norms-restaurant-precautionary-measures-intention-revisit-full-service-restaurants-post-covid-19-pandemic-ruskanda-adiwijaya?context=ubx&refid=15fc2e3f-efdd-42e7-9471-d7e0df2c15a7)

By *N.A.M. Ruskanda, K. Adiwijaya***DOWNLOAD**

Size: 0.08 MB

Abstract 

Chapter | 4 pages

The role of experiential marketing, destination brand image, and halal tourism products on tourists' revisit decision in halal tourism village (/chapters/oa-edit/10.1201/9781003295952-44/role-experiential-marketing-destination-brand-image-halal-tourism-products-tourists-revisit-decision-halal-tourism-village-andriani-kurriwati?context=ubx&refid=c7804978-bf88-4875-b09f-0b0bb41447e3)

By *N. Andriani, N. Kurriwati***DOWNLOAD**

Size: 0.11 MB

Abstract 

Chapter | 4 pages

Liquidity, CEO education, and profitability among consumer goods companies in Indonesia (/chapters/oa-edit/10.1201/9781003295952-45/liquidity-ceo-education-profitability-among-consumer-goods-companies-indonesia-sadewa-lubis?context=ubx&refid=85cb3108-4422-4ebc-984e-e60b857c8b80)

By *P.O. Sadewa, A.W. Lubis***DOWNLOAD**

Size: 0.10 MB

Abstract 

Chapter | 4 pages

E-prakerin redesign as a solution to short-term internship program during the COVID-19 pandemic (/chapters/oa-edit/10.1201/9781003295952-46/prakerin-redesign-solution-short-term-internship-program-covid-19-pandemic-heryanti?context=ubx&refid=a6bfd1af-c6a7-433e-9f01-

**DOWNLOAD**

Size: 0.22 MB

fa065384b795)

By P. Heryanti

Abstract 


Chapter | 4 pages

Financial inclusion and its impact on performance of MSMEs with efficiency and financial flexibility as mediation: Empirical evidence from Malang city (/chapters/oa-edit/10.1201/9781003295952-47/financial-inclusion-impact-performance-msmes-efficiency-financial-flexibility-mediation-empirical-evidence-malang-city-ratnawati-yuana?context=ubx&refId=18408f66-2022-4c8e-818c-565650171e5b)

**DOWNLOAD**

Size: 0.07 MB

By K. Ratnawati, P. Yuana

Abstract 


Chapter | 4 pages

The effect of workplace ostracism and employee silence on task performance with perceived stress as mediation variable (/chapters/oa-edit/10.1201/9781003295952-48/effect-workplace-ostracism-employee-silence-task-performance-perceived-stress-mediation-variable-semiring-satrya?context=ubx&refId=880e3ca4-03ba-4d3a-a6b3-b70e8b12481e)

**DOWNLOAD**

Size: 0.08 MB

By P.N.H. Sembiring, A. Satrya

Abstract 

Chapter | 4 pages

Will the VAT-easing encourage willingness for car loans amid the pandemic? (/chapters/oa-edit/10.1201/9781003295952-49/vat-easing-encourage-willingness-car-loans-amid-pandemic-dewi-dalimunthe?context=ubx&refId=1115ad15-d215-4dff-9219-92e930780a1b)

**DOWNLOAD**

Size: 0.11 MB

By P.S.M. Dewi, Z. Dalimunthe

Abstract 

Chapter | 4 pages

Systemic risk analysis in the banking industry in Indonesia during the COVID-19 pandemic (/chapters/oa-edit/10.1201/9781003295952-50/systemic-risk-analysis-banking-industry-indonesia-covid-19-pandemic-maulana?context=ubx&refId=8c441d39-41a8-45ab-99b2-acc64178112b)

**DOWNLOAD**

Size: 0.19 MB

By R.Y. Maulana

Abstract 


Chapter | 4 pages

Long-run relationship of prime lending rate toward reference rate of monetary authority in Indonesia (/chapters/oa-edit/10.1201/9781003295952-51/long-run-relationship-prime-lending-rate-toward-reference-rate-monetary-authority-indonesia-khairufi-wibowo?context=ubx&refId=6e8ebf80-c876-4f70-a3ba-abf5d08d71bd)

**DOWNLOAD**

Size: 0.10 MB

By R. Khairufi, B. Wibowo

Abstract 

Chapter | 4 pages

Increasing visit intention to a destination using viewers' engagement through film: Moderating effect of various media usage (/chapters/oa-edit/10.1201/9781003295952-52/increasing-visit-intention-destination-using-viewers-engagement-film-moderating-effect-various-media-usage-manoto-aruan?context=ubx&refId=88b3ea49-2d4d-498d-b32e-f70e65a10568)

**DOWNLOAD**

Size: 0.07 MB

By R.P. Manoto, D.T.H. Aruan

Abstract 

Chapter | 4 pages

Improvement of bid project process with digitalization through e-procurement system (case study in PT. Petrokimia Gresik) (/chapters/oa-edit/10.1201/9781003295952-53/improvement-bid-project-process-digitalization-procurement-system-case-study-pt-petrokimia-gresik-hapsari?context=ubx&refId=de872da5-acb4-4db9-a678-0ecf0451dad2)

**DOWNLOAD**

Size: 0.06 MB

By R.P. Hapsari

Abstract 

Chapter | 4 pages

Volatility spillover in stock market, foreign exchange, and bond market in Asia (/chapters/oa-edit/10.1201/9781003295952-54/volatility-spillover-stock-market-foreign-exchange-bond-market-asia-ratnawati-anggraeni?context=ubx&refId=e6742f29-6940-46f8-8786-d2c27133cc7e)

**DOWNLOAD**

Size: 0.10 MB

By K. Ratnawati, R. Anggraeni

Abstract 


Chapter | 4 pages

The role of social media marketing and environmental knowledge on green skincare purchase intention (/chapters/oa-edit/10.1201/9781003295952-55/role-social-media-marketing-environmental-knowledge-green-skincare-purchase-intention-shanti-alversia?context=ubx&refId=9d0d4048-18d5-4e5b-ba70-3f7da4957fe2)

**DOWNLOAD**

Size: 0.10 MB

By R. Shanti, Y. Alversia

Abstract 


Chapter | 4 pages

The effect of the information technology implementation on organizational performance in manufacturing companies (/chapters/oa-edit/10.1201/9781003295952-56/effect-information-technology-implementation-organizational-performance-manufacturing-companies-osmond-siagian-tarigan?context=ubx&refId=15da18b8-d4e0-46d5-a98f-566bb4cea651)

By T. Osmond, H. Siagian, Z.J.H. Tarigan

**DOWNLOAD**

Size: 0.08 MB

Abstract 


Chapter | 4 pages

The influence of product innovation on customer engagement through customer experience and customer value of OVO users (/chapters/oa-edit/10.1201/9781003295952-57/influence-product-innovation-customer-engagement-customer-experience-customer-value-ovo-users-abet-adiwijaya-subagio?context=ubx&refId=1b5021ac-c3c9-402c-ae66-bca19b2ae018)

By G.A. Abet, M. Adiwijaya, H. Subagio

**DOWNLOAD**

Size: 0.10 MB

Abstract 


Chapter | 4 pages

Relations between trade volume and frequency of domestic investors with stock volatility: Analysis before and during the COVID-19 pandemic (/chapters/oa-edit/10.1201/9781003295952-58/relations-trade-volume-frequency-domestic-investors-stock-volatility-analysis-covid-19-pandemic-satriantoro-ekaputra?context=ubx&refId=20b3d87e-eee4-4776-a97b-1a371d9b8c7a)

By S. Satriantoro, I.A. Ekaputra

**DOWNLOAD**

Size: 0.13 MB

Abstract 


Chapter | 4 pages

**Intention to use E-wallet during the COVID-19 pandemic in Indonesia (/chapters/oa-edit/10.1201/9781003295952-59/intention-use-wallet-covid-19-pandemic-indonesia-rahayu-hariadi?context=ubx&refId=c2f0321c-75a9-4bdd-9d67-888335bb6730)**

By S. Rahayu, S. Hariadi

**DOWNLOAD**

Size: 0.12 MB

Abstract 

Chapter | 4 pages

Internal branding process on building brand identity at ABD University (/chapters/oa-edit/10.1201/9781003295952-60/internal-branding-process-building-brand-identity-abd-university-ruza-adiwijaya?context=ubx&refId=2b684fbc-97b6-498b-89f2-abc4f1111686)

By S. M. Ruza, K. Adiwijaya

**DOWNLOAD**

Size: 0.09 MB

Abstract 

Chapter | 4 pages

Online Islamic peer-to-peer lending practices in Indonesia (case study of PT Ammana) (/chapters/oa-edit/10.1201/9781003295952-61/online-islamic-peer-peer-lending-practices-indonesia-case-study-pt-ammana-hariadi-nurhajayanti?context=ubx&refId=16afdccb-c66b-478f-b784-c4532b3e38c8)

By S. Hariadi, A. Nurhajayanti

**DOWNLOAD**

Size: 0.06 MB

Abstract 

Chapter | 4 pages

Evaluation of determining the coverage value of company assets using risk-based insurance approach (case study: Development project at PT Petrokimia Gresik) (/chapters/oa-edit/10.1201/9781003295952-62/evaluation-determining-coverage-value-company-assets-using-risk-based-insurance-approach-case-study-development-project-pt-petrokimia-gresik-putra?context=ubx&refId=750dc1b3-89a7-40e3-85da-7be6f23ae970)

By S.K. Putra

**DOWNLOAD**

Size: 0.09 MB

Abstract 

Chapter | 4 pages

Usage of on-the-job training application to increase the effectiveness of monitoring and control in pandemic era (/chapters/oa-edit/10.1201/9781003295952-63/usage-job-training-application-increase-effectiveness-monitoring-control-pandemic-era-kusumawardhani?context=ubx&refId=e80443bc-1252-4745-a1a1-747aaced696f)

By V.E. Kusumawardhani

**DOWNLOAD**

Size: 0.06 MB

Abstract 

Chapter | 4 pages

Analysis acceptance and use of CeLOE learning management system (LMS) Telkom University using unified theory of acceptance and use of technology (UTAUT) and Delone-McLean Model (/chapters/oa-edit/10.1201/9781003295952-64/analysis-acceptance-use-celoe-learning-management-system-lms-telkom-university-using-unified-theory-acceptance-use-technology-utaut-delone-mclean-model-sukandi-ariyanti?context=ubx&refId=750dc1b3-89a7-40e3-85da-7be6f23ae970)

**DOWNLOAD**

Size: 0.07 MB

refId=9219e469-1b95-48bd-9b30-c737a70ed652)

By V.S. Sukandi, M. Ariyanti

Abstract 


Chapter | 4 pages

Analysis of fertilizer use behavior by organic farmers: A case study in java and bali (/chapters/oa-edit/10.1201/9781003295952-65/analysis-fertilizer-use-behavior-organic-farmers-case-study-java-bali-katili?context=ubx&amp;refId=5e15c338-e95d-4669-aafa-c99975c2d019)

**DOWNLOAD**

Size: 0.06 MB

By W.W. Katili

Abstract 

Chapter | 4 pages

The acceptance of digital payment methods across micro, small and medium enterprises in kediri regency (/chapters/oa-edit/10.1201/9781003295952-66/acceptance-digital-payment-methods-across-micro-small-medium-enterprises-kediri-regency-rengganis?context=ubx&amp;refId=0b002659-7eec-443d-8e82-828d475b2c37)

**DOWNLOAD**

Size: 0.06 MB

By W.A. Rengganis

Abstract 


Chapter | 4 pages

The influence of pharmaceutical service quality toward pharmacy customer satisfaction in Ngemplak district (/chapters/oa-edit/10.1201/9781003295952-67/influence-pharmaceutical-service-quality-toward-pharmacy-customer-satisfaction-ngemplak-district-dwiprasetya-wiyadi-wujoso?context=ubx&amp;refId=13d2f30d-75e6-48af-bbc6-9a88304fdb15)

**DOWNLOAD**

Size: 0.11 MB

By W.K. Dwiprasetya, Wiyadi, H. Wujoso

Abstract 


Chapter | 4 pages

Impact of triple-A and supply chain orientation on financial performance (/chapters/oa-edit/10.1201/9781003295952-68/impact-triple-supply-chain-orientation-financial-performance-yulianti-arviansyah?context=ubx&amp;refId=ff5b01e9-96e9-4e65-95c6-54aa0975536d)

**DOWNLOAD**

Size: 0.08 MB

By Yulianti, Arviansyah

Abstract 

Chapter | 4 pages

The effect of brand experience on consumer-based brand equity development in online transportation applications in Indonesia: Mediation of emotional brand attachment (/chapters/oa-edit/10.1201/9781003295952-69/effect-brand-experience-consumer-based-brand-equity-development-online-transportation-applications-indonesia-mediation-emotional-brand-attachment-tasya-aruan?context=ubx&amp;refId=f3c0ff86-1f5a-4ed8-a7e3-601b33b5844f)

**DOWNLOAD**

Size: 0.08 MB

By Z.A. Tasya, D.T.H. Aruan

Abstract 

Chapter | 5 pages

Antecedents of intention to visit Riau Island through the role of tourist satisfaction (/chapters/oa-edit/10.1201/9781003295952-70/antecedents-intention-visit-riau-island-role-tourist-satisfaction-keni-wilson-ai-ping?context=ubx&amp;refId=a000dba8-6290-41d5-a840-51cfadf0396b)

**DOWNLOAD**

Size: 0.07 MB

By K. Keni, N. Wilson, T. Ai Ping

Abstract 

Chapter | 5 pages

Multigenerational travel: A qualitative study of holiday decision making process of Indonesian family (/chapters/oa-edit/10.1201/9781003295952-71/multigenerational-travel-qualitative-study-holiday-decision-making-process-indonesian-family-hapsari-wijaya-santoso?context=ubx&amp;refId=107471e1-a2f2-43d7-82da-684df7870113)

**DOWNLOAD**

Size: 0.07 MB

By V.A. Hapsari, S. Wijaya, T. Santoso

Abstract 

Chapter | 4 pages

Motivation to work on employee performance (survey at RSUD R. Syamsudin, SH-Sukabumi) (/chapters/oa-edit/10.1201/9781003295952-72/motivation-work-employee-performance-survey-rsud-syamsudin-sh-sukabumi-saleh-suwandi?context=ubx&amp;refId=07227ae6-c74b-4bd1-a878-277823396c26)

**DOWNLOAD**

Size: 0.11 MB

By Y.S. Saleh, Y.W. Suwandi

Abstract 

Chapter | 4 pages

A phenomenological investigation of career stagnation among Indonesian women (/chapters/oa-edit/10.1201/9781003295952-73/phenomenological-investigation-career-stagnation-among-indonesian-women-perdhana-sawitri-muslim?context=ubx&amp;

**DOWNLOAD**

refId=bba28ba8-2427-48e4-94cb-8101110f5d1f)

Size: 0.07 MB

By M.S. Perdhana, D.R. Sawitri, M.I. Muslim

Abstract ▾

Chapter | 5 pages

The effect of promotions and consumer trust on customer loyalty through customer satisfaction of the shopee application (study on STIESIA students Surabaya) (/chapters/oa-edit/10.1201/9781003295952-74/effect-promotions-consumer-trust-customer-loyalty-customer-satisfaction-shopee-application-study-stiesia-students-surabaya-sari-lestariningsih?context=ubx&refId=4ca70ebe-dff5-44dc-b7a1-cc64e8bf90e5)



DOWNLOAD

Size: 0.11 MB

By A.C.M. Sari, M. Lestariningsih

Abstract ▾



(https://www.taylorfrancis.com)

Policies ▾

Journals ▾

Corporate ▾

Help & Contact ▾

Connect with us

(https://www.linkedin.com/company/taylor-&-francis-group/)

(https://twitter.com/tandfnewsroom?lang=en)

(https://www.facebook.com/TaylorandFrancisGroup/)

(https://www.youtube.com/user/TaylorandFrancis)

Registered in England & Wales No. 3099067  
5 Howick Place | London | SW1P 1WG

© 2022 Informa UK Limited