



# Managing E-Tailing Service for Shopping Efficiency: A Case Study in Indonesia

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**Abstract.** This study analyzes the effect of product assortment and shopping assistance on shopping efficiency for e-tailing customers in Indonesia and examines the mediating role of order fulfillment in product assortment on shopping assistance. This study involved 204 respondents who were analyzed using the Structural Equation Modeling (SEM) technique. The results of this study indicate that shopping assistance has a positive and significant effect on shopping efficiency, order fulfillment has a positive and significant effect on shopping assistance, product assortment has a positive and significant effect on shopping assistance, shopping assistance has a positive and significant effect on shopping efficiency, and the relationship between product assortment and shopping assistance mediated by order fulfillment.

**Keywords:** Order fulfillment · product assortment · shopping assistance · shopping efficiency

## 1 Introduction

The digital era provides easy access to the internet, especially in information and communication technology. Technological developments provide retail business opportunities to obtain information efficiently and more broadly. The advancement of the World Wide Web creates retail transactions in a new form, namely electronic tailing (e-tailing) or shopping websites. There are similarities between online and offline-based retail, but they differ in the sales media, where online retailers sell products and services to customers through internet media [1].

Many companies, including small businesses, recognize the potential for selling their products via the internet. COVID-19 has accelerated the shift toward a digital world. This led to the expansion of e-commerce ranging from goods and services for daily necessities to luxury goods and services. More and more online users use digital and mobile technologies to search for products or services [2].

E-tailing has evolved through more standardized product offerings, a wider variety of products, quality fulfillment, preferred delivery time slots, order accuracy, free shipping, discounts, cash-on-delivery (COD) payment options, and stricter return and exchange policies easy. Logistics is often a differentiator and competitive advantage in e-tailing companies [3].

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In Indonesia, e-commerce is defined as social commerce and e-tailing. Social commerce involves online transactions via social media platforms where goods are listed for sale in a seller's private account, but payment and shipping are handled elsewhere. Meanwhile, e-tailing means that online transactions are carried out on a platform that facilitates all retail business needs, from product display to delivery [4].

88.1% of internet users in Indonesia have used e-commerce services to buy certain products in the last few months [5]. This percentage is the highest in the world according to the We Are Social survey results in April 2021. In 2021, the value of Indonesia's digital economy was recorded at US\$70 billion, the highest in ASEAN. This amount is expected to grow almost five times by 2030, with a value of US\$ 330 billion.

Meanwhile, e-commerce transactions make the largest contribution to Indonesia's digital economy, reaching US\$53 billion in 2021. This amount is predicted to increase to US\$104 billion in 2025, with a growth rate of 18% [6].

Several researchers have carried out research related to e-tailing. Research on 150 e-tailing customers in an online retailer in India shows that the order fulfillment variable has a negative and insignificant effect on shopping assistance, and the product assortment variable has a positive and significant effect on shopping assistance [7]. On the other hand, seven dimensions of e-fulfillment affect customers' shopping satisfaction and repurchase intention in e-tailing.

Research on online retail on 246 female students in the University of India who purchased clothes online concluded that, among other things, the order fulfillment and product assortment variables had a significant and positive effect on shopping assistance [8].

Research on online shopping customers in India found that the condition of the shipment is very important in the electronic logistics service quality (e-LSQ) dimension [3]. Besides that, factors such as payment options, gender, and returning experience also affect shopping satisfaction.

This research on e-tailing customers in Indonesia replicates research [8] which suggests replicating it in different countries. This study's results are expected to describe how e-LSQ, shopping satisfaction, and repurchase intention are in e-tailing in Indonesia.

## 2 Research Method

This study is basic research with a type of causal research [9] that aims to examine the causal relationship between e-tailing (which consists of product assortment, order fulfillment, and shopping assistance) and shopping efficiency in e-tailing services in Indonesia.

Interval-level data came from respondents through questionnaires distributed via Google Forms. Alternative answers were arranged based on a numerical scale. Statements were measured on a seven-level scale. The measuring indicators in this study come from research [8].

The target population in this study was everyone who had purchased products at online retail (e-tailing) in the past year. The characteristics of purposive sampling [10] were male or female, having a minimum education of high school/equivalent, conducting online transactions yourself through applications, and having returned products

purchased. The reason for selecting respondents with these characteristics was to ensure that respondents could provide accurate and reliable information.

Data processing in this study begins with validity and reliability testing using the SPSS program. Furthermore, the AMOS program version 26.0 was used to perform SEM data processing, namely conducting structural and measurement model tests and hypothesis testing.

### 3 Results and Discussion

#### 3.1 Respondent Identity

There were 204 respondents, 47.06% males, and 52.94% females. Respondents were dominated by 17–30 years old at 97.55%, while the remaining 2.45% were over 30 years old. However, the largest percentage of respondents (47.57%) was aged 20–25. In terms of occupation, the largest percentage of respondents are students (35.78%), private employees (27.46%), and self-employed (23.5%).

#### 3.2 Validity and Reliability Test

The validity test results show that all indicators of all research variables: product assortment, order fulfillment, shopping assistance, and shopping efficiency, have a significance value of  $\leq 0.05$  and a Pearson correlation value above 0.5, so they are declared valid. All variables also have Cronbach's alpha value  $\geq 0.6$ . It can be concluded that all indicators used to measure the variables in this questionnaire are consistent and reliable so that they can be used.

#### 3.3 Measurement Model Test

The Goodness of Fit Index (GoF) in the measurement model test is analyzed with standardized loading to determine the accuracy of each indicator, or you can also use AVE and CR. Table 1 shows that all of the goodness of fit index criteria is good fit, except for the third criterion, namely GFI (marginal fit).

Table 2 shows the results of standardized loading where all indicator items for each variable have a value of  $\geq 0.5$ , so it can be concluded that no variable indicators are wasted.

**Table 1.** The Goodness of Fit Measurement Model

Index	Criteria	Results	Information
CMIN/DF	$\leq 3.0$	1.253	Good Fit
RMSEA	$\leq 0.08$	0.036	Good Fit
GFI	0.8 – 0.9	0.845	Marginal Fit
CFI	0.8 – 0.9	0.946	Good Fit
TLI	0.8 – 0.9	0.941	Good Fit

**Table 2.** Standardized Loading value

Variable	Indicator	<i>Std Loading</i>	AVE	CR	Information
<i>Order Fulfillment</i>	A1	0.538	0.323	0.860	Valid and Reliable
	A2	0.556			Valid and Reliable
	A3	0.599			Valid and Reliable
	T1	0.689			Valid and Reliable
	T2	0.524			Valid and Reliable
	T3	0.574			Valid and Reliable
	C1	0.606			Valid and Reliable
	C2	0.519			Valid and Reliable
	C3	0.614			Valid and Reliable
	BA1	0.513			Valid and Reliable
	BA2	0.523			Valid and Reliable
	ER1	0.544			Valid and Reliable
	ER2	0.559			Valid and Reliable
<i>Product Assortment</i>	V1	0.636	0.406	0.891	Valid and Reliable
	V2	0.623			Valid and Reliable
	V3	0.634			Valid and Reliable
	SO1	0.627			Valid and Reliable
	SO2	0.648			Valid and Reliable
	PA1	0.619			Valid and Reliable
	PA2	0.667			Valid and Reliable
	IR1	0.671			Valid and Reliable
	IR2	0.604			Valid and Reliable
	IR3	0.599			Valid and Reliable
	IR4	0.615			Valid and Reliable
	IR5	0.694			Valid and Reliable
<i>Shopping Assistance</i>	SA1	0.614	0.570	0.658	Valid and Reliable
	SA2	0.564			Valid and Reliable
	SA3	0.591			Valid and Reliable
	SA4	0.509			Valid and Reliable
<i>Shopping Efficiency</i>	SE1	0.638	0.648	0.743	Valid and Reliable
	SE2	0.654			Valid and Reliable
	SE3	0.698			Valid and Reliable
	SE4	0.601			Valid and Reliable

**Table 3.** The Goodness of Fit Structural Model

Index	Criteria	Results	Information
CMIN/DF	$\leq 3.0$	1,271	Good Fit
RMSEA	$\leq 0.08$	0.037	Good Fit
GFI	0.8 - 0.9	0.843	Marginal Fit
CFI	0.8 - 0.9	0.942	Good Fit
TLI	0.8 - 0.9	0.937	Good Fit

The next stage is the second stage of the validity and reliability test. The results of validity and reliability tests using standardized loading, AVE, and CR in each variable indicator are declared valid and reliable. The shopping assistance and efficiency variables have an AVE value  $\geq 0.5$ , while the order fulfillment and product assortment variables have an AVE value  $\leq 0.5$ . However, even though the AVE results on the OF and PA variables  $\leq 0.5$  are still said to be valid [11]. So, it can be concluded that all indicators are stated to be valid and reliable because the AVE and CR values in the OF, PA, SA, and SE variables have met the requirements.

### 3.4 Structural Model Test

Table 3 shows the results of the Goodness of Fit test from the structural model. The values of all indexes are a good fit because it meets the criteria, except GFI (marginal fit). Based on the test results, it can be concluded that the structural model test meets the criteria of goodness of fit.

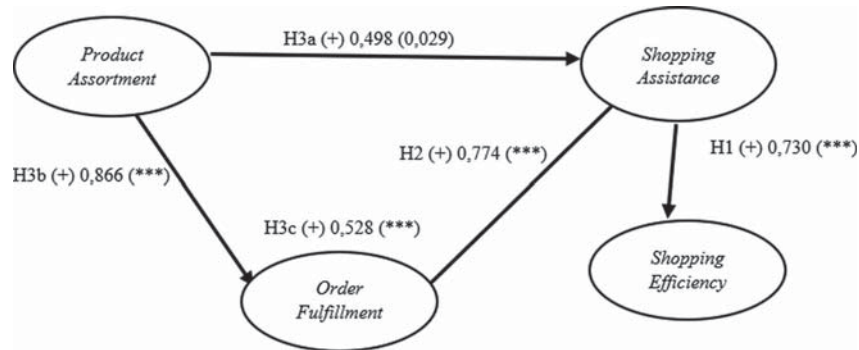
### 3.5 Hypothesis Testing

Table 4 shows the results of hypothesis testing, it is known that the hypotheses H1, H2, H3a, H3b, and H3c are supported, where the results of the critical ratio and p-value are  $\geq 1$ ,  $645 \leq 0.1$ . The following is the final research model (Fig. 1):

Table 5 shows the results of testing the product assortment and shopping assistance mediation variables. Testing mediation between these variables tested direct and indirect effects and obtained significant results where mediation was fully supported.

**Table 4.** Hypothesis Testing Results

Hypothesis	Path	Std Estimates	CR	P-values	Information
H1 (+)	SA $\rightarrow$ SE	0.730	6.517	***	Supported
H2 (+)	OF $\rightarrow$ SA	0.774	4.617	***	Supported
H3a (+)	PA $\rightarrow$ SA	0.498	2.178	0.029	Supported
H3b (+)	PA $\rightarrow$ OF	0.866	7.027	***	Supported
H3c (+)	PA $\rightarrow$ OF $\rightarrow$ SA		Supported Mediation		



**Fig. 1.** Hypothesis Test Model

**Table 5.** Mediation Test Results

Direct Effects	Std Estimate	CR	P-values
PA → SA	1.010	8.157	***
Indirect Effects	Std Estimate	CR	P-values
PA → OF	0.866	7.067	***
OF → SA	0.557	3.453	***
PA → SA	0.528	3.453	***

The H1 test results show that shopping assistance, which is shopping assistance provided by e-tailing, such as various products with price comparisons, provides the convenience of service so that it is easier for customers to make decisions when making transactions without having to spend time like in offline stores. Customer activity becomes more efficient.

The H2 test results show that order fulfillment by e-tailing in the form of product availability, timely delivery, good condition of goods, the accuracy of payment, and ease of returning products affect customer satisfaction with e-tailing assistance services.

The H3a hypothesis test results show that product assortment in the form of product variations and prices, stock availability, ease of product access, and information relevance have an effect on shopping assistance. The ease with which customers obtain products will influence shopping assistance so that customers feel more satisfied shopping through e-tailing. The H3b hypothesis test results show that the ease with which customers obtain products (product assortment) will affect how e-tailing fulfills customer orders. The H3c test results show that the performance of e-tailing in fulfilling customer products will affect customer satisfaction with e-tailing service assistance if customer orders are adequately fulfilled.

## 4 Conclusions

The five research hypotheses are supported and in line with [8]. This shows that it is very important for e-tailing companies to pay attention to product availability. The availability of products that suit customer needs will satisfy customers if supported by the fulfillment of good products with various attractive offers to make making decisions easier. When a customer decides to make a transaction, the company must prepare a support service that will make the customer feel at ease. Customers who experience convenience in transactions will feel that their life is more efficient because not much time is wasted searching for and comparing one product with another.

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**Proceedings Article**

## The Role of Independent Assurance Providers in Legitimizing Companies' Environmental, Social and Governance Risks



Senny Harindahyani, Bambang Tjahjadi

This study aims to examine the impact of environmental, social and governance (ESG) risks in selecting independent auditors based on legitimacy theory. This study expects that companies with lower ESG risk levels will increase user trust by hiring reputable independent auditors to increase the reliability...

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### Corporate Governance of Firm Performance in the Non-Financial Sector for the 2017–2021 Period

Jessica Purnomo Khoe, Bertha Silvia Sutejo, Werner Ria Murhadi

This study aims to analyze the influence of corporate governance factors on firm performance in non-financial sector companies listed on the Indonesia Stock Exchange (IDX) for 2017–2021. The independent variables in this study are Board Size, Board Independence, and Female Directorship. The control variables...

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### Principles of Beyond Budgeting for Aston Jayapura Hotel and Convention Center

Cheryl Analicia, Wiyono Pontjoharyo

As the capital of one major island in Indonesia, Jayapura's nature attracts tourists to the city; of course, this will affect the regional economy. Safe and comfortable accommodation must support this opportunity to improve the regional economy. Therefore, hotels in Jayapura can meet these conditions...

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### The Effect of Sustainability Disclosure with Good Corporate Governance as a Moderating Variable on Firm Value

Ricky Suhartono Iskandar, Yie Ke Feliana, Rizky Eriandani

By using a cross-sectional dataset comprising companies listed on the Indonesia Stock Exchange in 2017–2021, this study aims to determine whether the implementation of good corporate governance (GCG) can strengthen the effect of the quality and quantity of sustainability disclosures on firm value. The...

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### The Effect of Financial Literacy on Personal Financial Management

Yonas Meti, Rina Silvia, Novriani Monika Wangka, Gloria Miagina Palako Djurubassa, Herman Sidete, Hernansi Biso, Filus Raraga

The objective of this research is to analyze the direct and indirect consequences that the personal financial management behaviors of students at Halmahera University have on the direct and indirect implications of their financial literacy and planning. In order to evaluate

the data, both the multiple...

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### Predictors of Female Lecturers' Involvement in Household Financial Decisions Making

Yuni Kusuma Arumsari, Surachman, Sumiati, Andarwati

Financial decision-making, both at the household level and at more complex levels, is generally dominated by men of rational consideration. The purpose of this study is to examine the direct and indirect effects of financial literacy on financial personality and financial decision-making. This paper...

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### Does Corporate Governance Affect Market Performance as Well as Fundamental Performance? Evidence from Indonesian Manufacturing Sectors

Zunairoh Zunairoh, Liliana Inggrit Wijaya, Bertha Silvia Sutejo, Marwin Antonius Rejeki Silalahi, Michelle Natasya Gozali

This research aims to determine corporate governance's impact on the firm's financial performance (ROE and Tobin's Q) in the manufacturing sector listed on the Indonesia Stock Exchange during 2016–2020. This research applied a quantitative approach with a sample of 615 observations from 123 manufacturing...

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### The Influence of Transformational Leadership and Organizational Culture on Employee Performance at PT. Krakatau Bandar Samudera

Ahmad Azmy, Iyus Wiadi, Brigita Manohara, Dyah Puspita Rini

This study aims to analyze the influence of transformational leadership and organizational culture on employee performance at PT. Krakatau Bandar Samudera (KBS). Business processes must be run professionally and accountable. Transformational leadership and organizational culture play an important role...

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### The Impact of Knowledge Sharing on Knowledge Management Implementation in Improving Employee Performance (A Case Study at the Maintenance 3 Department of PT Petrokimia Gresik)

Arianto Dwi Leksono

PT Petrokimia Gresik is a complete fertilizer factory in Indonesia, which is also one of the subsidiaries of PT Pupuk Indonesia (Persero). To meet fertilizer needs in order to maintain national food security, in its development Petrokimia Gresik has developed new products by increasing production capacity...

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### The Antecedents and Consequences of Perceived Learning Outcomes of Business Studies Curriculum: A Review and Agenda for Future Research

Bahtiar Mohamad, Ahmed Rageh Ismail, Jiraporn Chano

The importance of business and management curriculum in higher education is essential to offering students both current and future educational opportunities that are both high-quality and timely. Regardless of size, type, or origin, curriculum is recognised as the lifeblood of all educational institutions...

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### Enhancing HR Capacity to Sustain in the New Normal

Devi Rachmasari, Edith Primadiana Tedjokusumo

The Covid-19 pandemic has impacted businesses, making us realize that humans have limitations in life's activities, including work. Most businesses that used to run their operations offline can no longer do it since the government limits face-to-face activities. This leads to issues in business sustainability...

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### Implementation of Entrepreneurial Leadership: Will It Make Better or Worse?

A Study Case in Sukosari Village – Trawas District – Mojokerto – East Java

Elsye Tandelilin, Fitri Novika Wijadja, Yayon Pamula Mukti, Faizal Susilo Hadi, Nikmatul Ikhrom Eka Jayani, Karina Citra Rani

The paper aims to explore the entrepreneurial leadership implemented by the village leader to create a sustainable tourism village in Sukosari – Trawas district. The characteristics of an entrepreneur also determine the effectiveness of entrepreneurial leadership because an entrepreneur has a different...

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### Digital Innovation in the Tourism Industry: Some Evidence from Indonesia

Hari Hananto, Veny Megawati, Aluisius Hery Pratono

While the pandemic placed extreme economic challenges, the tourism industry seeks disruptive adaptations by generating digital innovations that provide fertile ground in this global crisis. This article examines how digitalization has a subversive impact on the tourism and hospitality industries by exploiting...

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## The Influence of University Identification and University Commitment on Extra Role Behavior

Calvin Richelling, J. L. Eko Nugroho

This study aims to determine the influence of University Identification and University Commitment on the Extra-Role Behavior of the University of Surabaya active students. This quantitative study used a purposive sampling design using a Likert scale at intervals. The questionnaire in this study has been...

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## Energize and Strengthen Business Foundation for Winning Competition at Aqiqah Firm "Nurul Hayat, Surabaya"

Johny Rusdiyanto

Nowadays, when the existence of business foundations has not been strong because of the Covid-19 pandemic in all sectors. This will make all firms have to make a hard effort to find all opportunities for winning in the unpredictable business environment competition. Every firm needs solid competitive...

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## Virtual vs. Physical Office: Which One Increases Productivity the Most?

Iffa Nurlatifah, Juliani Dyah Trisnawati, Muhammad Rosiawan

This study aims to compare the effects of virtual and physical office environments on employee productivity by conducting qualitative interviews with employees in both types of work environments. The interviews will find out how the employee feels about their work environment, how they work, and how...

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## The Role of Strategic Leadership and Dynamic Capabilities in the New Reality of Today's Business World

Levina Kartika

In today's business world, especially after the volatility due to the global Covid-19 pandemic, the business world is shifting more to technology-based. Customers are also changing their preferences and behaviors. This study aims to discuss how strategic leadership helps the organization to face a new...

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### Proceedings Article

## Employee Performance Is Influenced by Leadership Style and Work Stress at Food and Beverage Company

Mohammad Nur Singgih, Roby Nur Akbar

Leadership style and work stress are factors that influence employee performance in organizations. Effective leadership can increase employee motivation, communication, and

performance, while ineffective leadership can decrease employee motivation and performance. High work stress can also reduce employee...

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### Human Resource Training in Tourism Towards Sustainability in Ho Chi Minh City – Lessons from Bali

Vo Minh Truc

Through the two consecutive Indonesian events held in Bali island - a popular tourist destination - in the third quarter of 2022: the 17th G20 Summit and World Tourism Day 2022 themed "Rethinking Tourism" as well as the real experience in teaching, operating tours in the Bali - Indonesia market recently,...

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### Organization Culture and Its Effect to Work Environment in Regional Water Supply Corporation

Muhamad Azis Firdaus, Hartanti, Dewi Megawati, Diah Yudhawati, Syahrums Agung

This study aims to analyze the influence of the dimensions of organizational culture, namely visible culture, espouse values and core values in the work environment. The research was conducted at two Regional Drinking Water Companies located in the Bogor area. The number of respondents was 96 employees...

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### Improving Human Resources for MSME Actors Who Are Competitive Through Digital Transformation Training and Continuous Use of Technology

Nurul Badriyah, Abid Muhtarom

The development of MSMEs in Indonesia currently reaches 64 million, starting from culinary businesses, home industries, or small companies. From the data presented, the use of technology and digital transformation for MSME business media is still 30%, as 70% of MSMEs need to use technological facilities...

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### Understanding Political Participation: A Theory of Planned Behavior Approach

Patipol Homyamyen, Waiphot Kulachai

This paper reviews some literature using the Theory of Planned Behavior (TPB) to explain political participation. Related articles published in the past ten years were systematically reviewed. The findings revealed that the TPB is suitable for explaining political participation in various countries....

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## Entrepreneurial Mindset and MSME Performance: A Meta-Analysis

Siti Zahreni, Seger Handoyo, Fajrianthi

Research on the entrepreneurial mindset and its correlation with MSME performance shows varied results. We meta-analyzed the final 5 articles with a total sample size of 1,912 individuals and found a significant, medium correlation between entrepreneurial mindset and the performance of MSME. Due to the...

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## The Military and Politics in Thailand: A Revisited Study

Sunthan Chayanon, Wijittra Srisorn, Tikhamporn Punluekdej

This study aims to: 1) study the context of the military and Thai politics and 2) examine why the military is successful in Thai society. This study is qualitative research that relies on a documentary study. The document analysis was undertaken by reviewing or evaluating printed and electronic documents....

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## The Effect of Capacity Building with Increased Knowledge and Skills on Cooperative Chairmen's Performance Through Personal Value

Titin, Abdul Ghofur, Yunni Rusmawati

This study aims to analyze: (1) the effect of knowledge on cooperative chairmen's performance, (2) the effect of skills on cooperative chairmen's performance, (3) the effect of knowledge on cooperative chairmen's performance through personal values, and (4) the effect of skills on cooperative chairmen's...

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## Are Habit, Social Influences, and Price Important to Actual Use of Online Food Delivery System (OFDS)?

Adhika Putra Wicaksono, Bobby Ardiansyahmiraja

Online Food Delivery Service (OFDS) can be defined as a transaction for the delivery of various foods through mobile handheld devices that allow consumers to connect to various local restaurants and food providers through mobile-based applications. In a developing country like Indonesia, the adoption...

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## "We Still Know What You Did During the Pandemic": The Association Between Fear of COVID-19 and Preventive COVID-19 Behaviors

Fandy Tjiptono, Andhy Setyawan

The COVID-19 pandemic has triggered a sense of fear among many people around the world. While the effects of fear of COVID-19 on mental health have been studied intensively, its consequences on preventive health behavior have not. The current study aims to address this research gap by investigating the...

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### The Impact of Hedonic Motivation, Price, Information and Trust on Tokopedia Purchase Intention

Elyza Novelia Sutandyo, Bobby Ardiansyahmiraja, Deddy Marciano, Indarini

The Covid-19 pandemic has changed human behavior and habits. The development of technology has had a lot of positive impacts that make it easier for people's lives to shop online to meet the needs of life. Tokopedia is one of the trending online shopping platforms and is most in demand by the people...

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### The Determinants of Customer Satisfaction and the Mediating Role of Brand Image in the Indonesian Fast-Food Industry in Surabaya

Jeffry Pangestu, Christina Rahardja, Dudi Anandya

This study aims to shed light on the effects of determinants of customer satisfaction on customer loyalty with a particular focus on the mediating role of brand image in the context of the Indonesian fast-food industry. Based on the literature review of prior studies, the determinants of customer satisfaction...

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### Intention to Visit Tourist Destinations: Bibliometric Analysis 2015–2022

Christy Natalia Rondonuwu, Achmad Sudiro, Fatchur Rohman, Ainur Rofiq

The Covid-19 pandemic has wreaked havoc on the tourism industry, which was once a potent engine for growth that could spur the growth of other economic sectors in a nation. Bibliometric methods were used to analyze the research data. The bibliographic data, including the number of authors and papers...

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### Antecedents of Behavioral Intention and Continuance Usage of Mobile Payment Users in Indonesia During the Covid-19 Pandemic

Jeannette Vivian Dewi, Dudi Anandya, Indarini

Before 2020, the willingness of the Indonesian people to use mobile payment services was low or it could be said that it was still in the introduction stage. In 2020, due to the Covid-19 pandemic, the level of mobile payment usage in Indonesia increased dramatically, especially the OVO mobile payment,...

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### The Effect of Word of Mouth Influence on Consumer Purchasing Decision

Ernita Dian Puspasari, Dewi Rakhmawati, Krisnawuri Handayani

This research aims to recognize the effect on how Word of Mouth by direct communication as a marketing tool related to consumer purchasing decision at NdalemRatu Singosari, one of a historic themed restaurant. The samples of this study were taken from 30 customers at the diner. This research uses validity...

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### PayLater: An Antecedent to Consumption Behavior and Consumption Level in Gen-Z

Fatmasari Endayani, Roby Nur Akbar, Dyah Setyawati, Resanti Lestari

This study focuses on consumption level, consumption behavior, and the causal factor, PayLater. The population in this study was student sat public universities in East Java, with a total of 301,160 students. Based on the calculation of the sample size using the Slovin formula, the respondents in this...

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### Purchase Intentions for Green Apparel of Zara Indonesia

Charles Eduardo, Dudi Anandya, Freddy Mutiara

This study aims to examine the factors influencing the purchase intention of Zara Indonesia's green apparel. 224 respondents who purchased Zara Indonesia, especially the eco-friendly clothing collection (JOIN LIFE), in the last six months and live in Indonesia were involved in this study. The analytical...

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### Antecedents Factors that Influence CUsomer's Purchase Intention Towards Purchasing Counterfeit Products

Grace Felicia Djayapranara, Andhy Setyawan

Counterfeit products are a global problem that has become a hot topic of discussion in various circles. Many studies often blame counterfeit product manufacturers, but consumers also have a significant role in this problem. High consumer demand for counterfeit products causes counterfeit products to...

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### Green Marketing Mix on Green Buying Intention: Consumer Purchasing



## Behavior as a Moderating

Hayuning Purnama Dewi

Technological developments not only affect people's lives but also affect the environment. Public awareness in maintaining environmental health has become an issue every year. This study aims to determine the effect of green marketing mix on green buying intention, the impact of green marketing mix on...

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## The Implementation of the Environmental, Social, and Governance Program to Support the Business Sustainability: A Case Study of Indonesian Companies

Handi Risza, Iin Mayasari, Hendrawan Krisna Adi, Iyus Wiadi, Retno Sri Handini, Ritzka Yauma Putri Driarkoro

This study analyzes the implementation of environmental, social, and governance in Indonesia to support long-term business continuity. This research anticipates government policies to support sustainable programs, activities, and performance. This research method applied a qualitative approach through...

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## The Effect of Consumer Traits and Situational Factors on Online Impulsive Buying of Shopee Consumers in Surabaya During the Covid-19 Pandemic

Felisca Chelone, Indarini, Dudi Anandya

There are more and more internet users in Indonesia during the Covid-19 pandemic and people's shopping behavior has changed from offline to online. Many retail stores are expanding their market share by adding online stores. People who are increasingly consumptive during the Covid-19 pandemic have created...

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## The Impact of Social Factors on Electronic Word-Of-Mouth (E-WOM) Engagement Behaviors in Online Community Websites

Jun Kumamoto, Yin Siming

In today's market, business transactions and communications with customers take place on digital platforms such as e-commerce and social media. This study aims to investigate the impact of social factors, namely social capital, social identity, and social influence, on the electronic word-of-mouth (e-WOM)...

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## Understanding Impulsive Buying for Fashion Products in Generation Z

Laurentia Verina Halim, V. Heru Hariyanto, Ananta Yudianto, Setiasih, Erlin Anggraini, Kevin Parindra, Nada Ayu Yuniarti

Impulsive buying is unplanned, arouses passion, lack of deliberation, and more unbearable buying behaviour. Many things affect impulsive buying behaviour, but what will be understood in this research are brand image, price, mental budgeting, and self-control. Generation Z has its characteristics in shopping...

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### Exploring Consumers' Impulse Buying Behavior on Social Commerce Platforms: The Role of Fear of Missing Out (A Study on Tiktok Livestream-Selling)

Mentari Septynaputri Widodo

Live streaming is becoming popular, and many social media vendors have adopted live streaming platforms. Live streaming has led to improve sales performance. In Indonesia, the live stream-selling market in Indonesia or selling via live streaming is growing. Some of them are on the video platform and...

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### Assessing Hotel Attribute and Facilities to Online Hotel Popularity: Data Mining from Google

Muhammad Izharuddin, Jeng-Chung Chen

Today's online consumer reviews are one of the most important elements for hotel marketing. This study examines how hotel facilities, prices, and ratings can affect online reviews of hotel consumers. Using a data mining approach from 1,248 hotels in major cities in Indonesia, this paper estimates the...

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### Roles of K-pop Idols as Brand Ambassadors for Gen Z's Buying Behavior in Indonesia's E-Commerce

Prita Ayu Kusumawardhany, Denis Fidita Karya

This study aims to analyze whether K-pop idols becoming a trend among generation Z also affect the brand image and customers' buying behavior when they become marketplace brand ambassadors. This study used a quantitative approach. Data were analyzed using path analysis and hypothesis testing processing...

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### Social Media Influence and Political Activism: A Literature Review and Research Agenda

Sipnarong Kanchanawongpaisan, Waiphot Kulachai

This study aims to examine the influence of social media and political activism. In summary, the researcher found that social media is all around, giving people who can occupy a lot of media space, always has an advantage, especially the dominance of political ideas and

decision-making according to the...

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### The Effect of Logistic Service Quality on Customer Satisfaction of PT. Global Jet Express (J&T Express)

Paulina Imelda, Adi P. Tedjakusuma, Antonius B. Setyawan

This present study aims to analyze what factors contribute significantly to customer satisfaction of logistic services' users in Indonesia with PT. Global Jet Express (J&T Express) as the research object. The theory used in this research was Logistic Service Quality (LSQ), consisting of timeliness,...

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### Development of Educational Tourism in Tanjungan Reservoir, Mojokerto Based on Renewable Energy

Erna Andajani, Tuani Lidiawati Simangunsong, Arum Soesanti, Elieser Tarigan

Tanjungan Reservoir is a favorite tourist icon in Mojokerto. This tourist object has the potential for water, sunlight, garbage, and wind, which can be used as learning media for renewable energy. The research aims to describe tourists' views when educational tours using renewable energy are built in...

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### The Identification and Categorization of Sustainability Practices in Higher Education: A Case Study in the University of Surabaya, Indonesia

Esti Dwi Rinawiyanti, Dianne Frisko Koan, Patricia Dewi Kusuma, Jesslyn Elaine Saputra

This study aims to identify the commitment of Higher Education toward sustainability. The content analysis method is used through data and information regarding programs and activities undertaken by the University of Surabaya (Ubaya) to address social and environmental issues in three years (2020–2022)....

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### The Effect of Port Activity on PNBP Port Deposits (A Study at the Tobelo Class I UPPOffice 2018–2022)

Rayvaldo A. Karimang, Filus Raraga, Novriani M. Wangka, Faizal Susilo Hadi

Tobelo Port, as an exit for goods and services, has great prospects in revenue so that it can increase the deposit of non-tax state revenue (PNBP). This study aims to analyze how much PNBPs derived from Tobelo Port activities from January 2018 to June 2022 and determine each PNBPs group's contribution:...

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## The Impact of E-Business' Website Quality on Shopee's Customer Satisfaction

Cintya Febriarizka, Fitri Novika Widjaja, Juliani Dyah Trisnawati

This study aims to examine and analyze factors that can influence consumer satisfaction when shopping online with the online shopping application service object Shopee. This study applied basic research with six variables: website design, information quality, security and privacy, transaction and payment...

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## The Analysis of Multiple Channels Single Phase Queuing Model After the Merger: The Case of Bank Sharia Indonesia The Case of Bank Sharia Indonesia

Immas Nurhayati, Diah Yudhawati, Muhammad Jibril Avessina, Leny Muniroh

Queues often happen in everyday life. Queues occur when the demand for services exceeds the capacity provided. Long queues with long waiting times indicate poor service, which can lead to customer dissatisfaction. One of the determining factors for the success of a company, especially companies engaged...

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## The Effect of Food Quality, Convenience, Control, Customer Service, and Fulfillment on Customer Satisfaction and Behavioral Intention at Shopee Online Food Delivery in Surabaya

Agustina Dwi Maharani, Juliani Dyah Trisnawati, Anthonius Budhiman

This study aims to analyze whether food quality, control, convenience, customer service, and fulfillment directly and significantly influence satisfaction for Shopee online food delivery consumers in Surabaya and whether satisfaction directly influences customer satisfaction intentions at Shopee online...

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## Improvement of the District Level Local Administration in Lao People's Democratic Republic

Khanouthone Phetlasy, Waiphot Kulachai

The district is a local administration that links the province and the village. It is directly responsible for protecting the common interests of the people according to the principles of governance, the strength of a particular country, or the strength of a specific state; it is precisely the resilience...

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## Managing E-Tailing Service for Shopping Efficiency: A Case Study in Indonesia

Balkhis Nathasya Shafira, Siti Rahayu, Stefanus Budy Widjaja Subali

This study analyzes the effect of product assortment and shopping assistance on shopping efficiency for e-tailing customers in Indonesia and examines the mediating role of order fulfillment in product assortment on shopping assistance. This study involved 204 respondents who were analyzed using the Structural...

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## The Effect of Destination Image, Tourist Satisfaction, Perceived Value, and Perceived Service Quality on Tourist Loyalty at Bali's Seminyak Beach

Bryan Amadeus, Stefanus Budy Widjaja Subali, Prita Ayu Kusumawardhani

Loyal visitors are essential to keep tourist destinations surviving and thriving. Tourist loyalty is a tendency to revisit tourist sites influenced by tourists' satisfaction. Quantitative research was conducted based on a theoretical model demonstrating how perceived value and perceived service quality...

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## Sharing Resources in the Festival and Even Space: Some Evidence from Ketapanrame Indonesia

Veny Megawati, Hari Hananto, Ninik Juniati, Aluisius Hery Pratono

Recently, the festival and event sector suffered from crisis and uncertainty. Therefore, economic resilience and environmental sustainability become central for academicians, practitioners, and policymakers. This article aims to explore how the tourism industry finds ways to reenergize festival and event...

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### Proceedings Article

## Creating Shared Value: Turning Charity into Profit Abstract

Agung Surya Dwianto, Adrian Wijanarko, Annabel Noor Asyah, Fatimah Talitha Sahda, AnnisaRachma Putri

"The Gade Clean and Gold" program is a Creating shared value program initiated by PT. Pegadaian applied the Triple Bottom Line principle to carry out social, economic, and environmental responsibilities and create economic value for the company. The program is run by PT. Pegadaian prioritizes balance...

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## IT and the Performance of Healthcare Through the Transaction Cost Mechanism During Turbulence Conditions

Andri Rianawati

This article aims to investigate the connection between hospital performance under

challenging circumstances and information technology. This study used a quantitative approach with an online survey. A structural equation model (SEM) with Smart PLS was used for data analysis. The findings of this study...

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### Factors Affecting the Stock Return (In the Company Property, Real Estate and Building Construction Which is Incorporated in the Indonesia Sharia Stock Index (ISSI))

Muhammad Imam Sundarta, Angga Prasetya, Muhamad Nur Rizqi, Rasiman, Ecin Kuraesin

This study aims to examine the extent to which the current ratio, total asset turnover, price earning ratio, and debt to equity ratio affect stock returns. The research sample used in this study were 44 property, Real Estate and building construction companies that are members of the Indonesian Sharia...

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#### Proceedings Article

### Measuring the Behavior of Traders Toward Market Relocation Policies Based on the McNemar Test

Bambang Budiarto

By employing the McNemar Test, this study aims to determine the behavior of traders. More precisely, this study measures the behavior of traders through changing/non-changing attitudes after conducting dialogue between traders and the government concerning the trader's relocation agenda. The sample of...

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#### Proceedings Article

### Factors Influencing the Young Entrepreneurs to Implement Green Entrepreneurship

Dewi Kurniaty, Aris Subagio, Lingga Yuliana, Steffano Ridwan, Hana Fairuz

Micro, Small, and Medium Enterprises (MSMEs) provide enormous opportunities for innovation and entrepreneurial development during the Covid-19 pandemic. Entrepreneurship has a strategic role as a basis that supports national economic growth and is proven to have a resilience that can overcome the negative...

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### Ensuring Sustainable Quality Education Through SDGs 2030: Evidence from a (Big-4) Public Accountant Firm

Valentina Elim, Dianne F. Koan

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Noviaty Kresna Darmasetiawan, Bonnie Soeherman, Olivia Tanaya, Andri Rianawati

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Erna Andajani, Tuani Lidiawati Simangunsong, Arum Soesanti, Elieser Tarigan

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