



The Effect of Logistics Capabilities on Online Purchase Attitude and Purchase Intention in the Millennials of Tokopedia Users

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Abstract. This study aims to determine the effect of logistics capabilities on online purchase attitudes and purchase intentions in the millennial group aged 20 to 39 years of Tokopedia e-commerce users. This study reveals the effect of carriers' reputation in moderating the relationship between trust and purchase attitude. This study used 151 respondents and exercised the Structural Equation Modeling (SEM) method. The results show that shipment tracking, trust, people important to the consumer, and online reviews significantly affect purchase attitude, and purchase attitude has a positive and significant effect on purchase intention. Only the delivery speed variable does not significantly affect purchase attitude. A business requires the correct technological innovation, including an online business that requires the right logistics system. The study results provide input on how e-commerce services can be adequately developed. Explaining information on services and logistics capabilities during e-commerce transactions will increase customers' chances of completing online purchases.

Keywords: logistics capabilities · purchase attitude · purchase intentions · trust

1 Introduction

Running a business requires the correct technological innovation. Government support to industry players can help the logistics ecosystem be organized quickly, including the provision of appropriate resources, infrastructure, and technology. Currently, the government is starting to understand how important the logistics system is to support business development in Indonesia. Adequate technology gives an advantage to logistics services in e-commerce.

Sophisticated logistics infrastructure can provide better services for consumers and businesses. Consumers can track their purchases ordered through e-commerce via the application and find out the estimated time the goods will be received. The high use of the internet in Indonesia has led to an increase in e-commerce in Indonesia. The growth of the E-commerce industry cannot be separated from the consumer behavior in Indonesia who want speed delivery in shopping.

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There are several e-commerce platforms in Indonesia, namely Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. Of these several e-commerce sites, the highest number of visitors in 2019 was Tokopedia with 65.95 million visitors per month, followed by Shopee with 55.96 million, then Bukalapak with 42.87 million, Lazada with 27.99 million, and Blibli with 21.29 million [1]. Tokopedia is chosen as the object of this study as it has the most e-commerce visitors in Indonesia. All Tokopedia's shipments will be easily tracked (Shipment tracking); not only that, but the delivery speed can also be estimated to generate customer trust. Customers can also write their experiences in making online purchases at Tokopedia (Online reviews). So, consumers having a high trust will lead to a positive online purchase attitude and attract consumers to repeat the purchase (purchase intention).

This study replicates Riley & Klein [2], which investigated how shipment tracking, delivery speed, trust, carriers' reputation, people important to the consumers, and online review can affect attitudes toward online shopping on purchase intentions by administering 321 millennials in the United States. The results of Riley & Klein [2] reveal that shipment tracking, trust, carriers' reputation, people important to the consumers, and online reviews directly influence online purchase attitude. In comparison, the delivery speed variable obtains an insignificant result. It can be concluded that delivery speed has no effect on millennial attitudes in online shopping. Then online purchase attitude has a significant result on purchase intention.

According to Huang & Huang [3], logistics capabilities refer to a logistics service provider that aims to organize the transportation process by providing logistics services to increase competitive advantage and company performance that is effective and efficient in carrying out production. Logistics capabilities include several items: personnel contact quality, order release quantities, information quality, ordering procedures, accuracy, condition, order quality, discrepancy handling, and timeliness.

According to Chen & Lin [4], shipment tracking is the ability to track or monitor the status of shipments from the delivery location to the final delivery destination. When the shipment takes place, the logistics service provider is expected to update the shipment position periodically, post data over the internet, share via email, or give digitally-enabled notifications. The shipment tracking service aims to ease customers to track the shipment of goods they have ordered.

Delivery speed refers to the estimated time from the delivery of the goods to the arrival of the goods to the buyer's location [2]. It is one of the beneficial service outputs of the channel that consumers demand from upstream members [5]. For many logistics operators, delivery speed is equivalent to the number of days (i.e. 3 days, the next day) to deliver goods. While many online retailers offer express delivery capabilities, studies have shown that 85 percent of customers are willing to wait up to 5 days for delivery. The longer consumers are willing to wait, the more compensation they receive, such as lower prices, whereas quick delivery is associated with a higher price paid [5].

According to Wagner et al. [6], consumers generally view organizations with a positive reputation as fair and honest when dealing with customers. In Riley & Klein [2], carriers' reputation is expected to convey information about the capabilities of the services offered to potential customers. A positive reputation indicates that one can trust the company to act fairly when conducting business, while a negative reputation

can indicate that the logistics company may not act reasonably. Carriers' reputation is intended as an expedition in a marketplace that helps in carrying out its logistics which helps fulfill its logistics capabilities.

Moin et al. [7] defines trust as an individual's way of having confidence in others consistently from various aspects. Riley & Klein [2] discloses that trust can change over time and shows various levels when conditions change. For online retailers, maintaining communication with customers and forming good relationships is important because it can help increase trust.

Ajzen [8] defines people important to the consumer as important people for customers, such as friends, family, and even co-workers who become referrals and provide social pressure to do, or not to do, specific behavior. Subjective norms can influence individual attitudes and resulting behavior [2]. So, when a person important to a customer recommends a particular product or brand, then the more likely an individual will buy the product or the brand.

The online review refers to positive and negative comments about a product, brand, service offered, and the organization itself [9]. Customers can leave reviews on the targeted company's website according to their experience. Online reviews that customers have written will impact not only the company but also customer convenience and satisfaction.

Online purchase attitude is defined as the level of customers having a positive or negative attitude towards purchasing online products. Satisfaction or dissatisfaction in online purchases can be a determinant of online purchase attitude. Attitude is known as positive (or negative) feelings toward a person, object, or particular problem [10].

Thamizhvanan & Xavier [11] articulates online customer purchase intention as an understanding that will provide confidence for customers to make online purchases and purchase intention will depend on numerous factors because online transactions involve various information and actions taken in purchasing. For customers to have confidence when shopping online, retailers must focus on these factors to increase customer confidence in making purchases online.

Logistics operators have now provided tracking services via their web, aiming that consumers can use these services to determine delivery status and arrival time or update the movement of packages. Riley & Klein [2] states that logistics capabilities in tracking services can affect the customer experience in doing online shopping. With tracking, the customer is no longer worried about the goods because the customer can find out that the goods have been sent by just looking at the goods' delivery status. This tracking service can also affect the way consumers perceive goods delivery service providers, which also reflects retailers.

H1: Shipment tracking has an effect on attitude toward online shopping.

Customers always think that speed of delivery is a service with superior value for their preference to get the goods safely and quickly; thereby, retailers will often utilize what is available at the delivery service provider to meet customer needs. Delivery speed is a service that has superior value in online businesses. This can also affect customers when making online purchases. The millennial generation may have a low view if retailers do not have the speed of delivery in delivering goods. Riley & Klein [2]

reveals that customers will look for much information about services before making an online purchase. Information about services that have added value, one of which is the speed of delivery, will affect customers' view of online shopping.

H2: Delivery speed has an effect on attitude toward online shopping.

Every retailer will design their online platform to create trust and ensure that customers will get what they want by implementing integrity, benevolence, and competence in serving customers [12]. In addition, retailers must also build trust in customers so that customers can directly evaluate the quality and benefits of these goods, which can be seen on online platforms [13]. Riley & Klein [2] assumes that trust comes from integrity, benevolence, and competence.

H3a: Trust has an effect on attitude toward online shopping.

Customers can find out more information if they are not confident with the retailer or the e-commerce to ensure that the retailer has a good service. Several other studies have shown that customers often use reputation information to increase their opinion of retailers. Suppose the customers are worried and cannot trust the retailer. In that case, they are advised to look for replacement information at the logistics company until they finally have the confidence to make an online purchase. Numerous studies postulate that retailers will improve their reputation to influence consumer attitudes [2]. It is expected that the company's reputation can have an effect on strengthening and lowering the relationship between trust and customer attitude. If customer trust is low, customers will seek information about retailers and shipping companies, and vice versa.

H3b: Carriers' reputation has an effect when trust in online purchase attitude is low.

People considered important to individuals can easily influence customer attitudes and purchase intentions. Riley & Klein [2] postulates that important people such as parents, siblings and friends can influence individuals. This influence can give a positive response about online shopping, retailers. Generally, customers interested in buying a product will find out information about a retailer or a product being offered by looking for it on the seller's website and/or asking for advice from trusted people closest to them.

H4: People Important to the Consumer have an effect on attitude toward online shopping.

Online reviews written by customers vary from positive reviews such as positive feedback and negative reviews. These reviews are expressed in accordance with what is felt by the customer, which can then become information that can influence other customers' purchase decisions [2]. In addition, Riley & Klein [2] admits that customers are expected to evaluate several reviews first to get the correct review results about the products and services offered to encourage a purchase attitude. The attitude is influenced when customers see the ratings in several online reviews.

H5: Online reviews have an effect on attitudes toward online shopping.

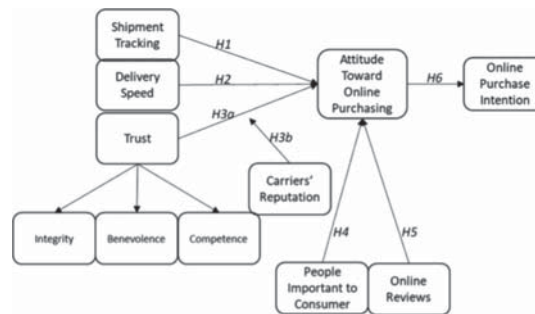


Fig. 1. Research Model

A positive customer view of online purchases and services that add value will allow customers to make online purchases. When the individual has a positive attitude towards action, he will accept and be willing to be involved in the action, and vice versa; if the individual has a negative attitude, then he is not willing to be involved [2]. When considering the purchase attitude of millennials, individuals with a positive attitude will tend to make purchases online.

H6: Attitude toward online shopping has an effect on purchase intention.

All hypotheses can be seen in Fig. 1.

2 Research Methods

This study used primary data sources obtained from respondents by distributing an online questionnaire using Google forms. Respondents were 151 millennials who have made online purchases at Tokopedia. This study's target population was customers who have made online purchases at Tokopedia. The population characteristics were male and female customers, who have made online purchases at Tokopedia in the last 6 months, millennials born in 1981 to 2000 or aged 20 to 39, have a minimum education of high school or equivalent, and particularly those who have used the Tokopedia's "assistance" feature.

This study exercised a non-probability sampling technique with a purposive sampling type, which collects data on the population members in accordance with the specified conditions. This research exercised SEM (Structural Equation Model) analysis to process the data.

3 Results and Discussion

Table 1 shows that related to the measurement model test, all parameter results met the criteria ($CMIN/DF = 1.441$, $GFI = 0.873$, $CFI = 0.958$, $TLI = 0.946$, and $RMSEA = 0.054$). The next stage was to test the validity and reliability of the constructs. The validity of the constructs can be reviewed through standardized loading and Average

Table 1. The Goodness of fit measurement model

No	Parameters	Criteria	Result	Remarks
1	CMIN/DF	$CMIN/DF \leq 2$	1.441	Good Fit
2	GFI	$GFI \geq 0.90$	0.873	Marginal Fit
3	CFI	$CFI \geq 0.90$	0.958	Good Fit
4	TLI	$TLI \geq 0.90$	0.946	Good Fit
5	RMSEA	$RMSEA \leq 0.08$	0.054	Good Fit

Variance Extracted (AVE), which must have a minimum value of 0.5. Reliability can be seen from Construct Reliability (CR) value above 0.6. All the results meet the criteria, and the structural model test can be conducted.

Table 2 shows that H1, which investigates the relationship between Shipment Tracking and Attitude Toward Online Purchasing, obtains a critical ratio value of 2.544, an estimated value of 0.15, and a probability value of 0.011. Thus, it can be concluded that the Shipment Tracking variable has a significant effect on the Attitude Toward Online Purchasing variable. These results are in line with [2] that reveal Shipment Tracking has a significant effect on Attitude Toward Online Purchasing.

Table 2 shows that H2, which investigates the relationship between Delivery Speed and Attitude Toward Online Purchasing, obtains a critical ratio value of 0.288, an estimated value of 0,023, and a probability value of 0,773. Thus, it can be concluded that the Delivery Speed variable has no significant effect on the Attitude Toward Online Purchasing variable. These results are in line with Riley & Klein research [2] that reveals Delivery Speed has no significant effect on the Attitude Toward Online Purchasing.

Table 2 shows that H3a, which investigates the relationship between Trust and Attitude Toward Online Purchasing, obtains a critical ratio value of 3.265, an estimated value of 0.373, and a probability value of 0.001. Thus, it can be concluded that the Trust variable has a significant effect on the Attitude Toward Online Purchasing variable. These results are in line with Riley & Klein [2] that reveals Trust has a significant effect on Attitude Toward Online Purchasing.

Table 2 shows that H3b, which investigates the mediating effect of Carriers' Reputation and Trust on Attitude Toward Online Purchasing, obtains a critical ratio value of -2.119 , an estimated value of -0.004 , and a probability value of 0.034. Thus, it can be concluded that the interaction between Carriers' Reputation and Trust on Attitude Toward Online Purchasing has a significant effect on moderating the relationship. These results are in line with Riley & Klein [2], which reveals that the interaction between Carriers' Reputation and Trust affects Attitude Toward Online Purchasing.

Table 2 shows that H4, which investigates the relationship between People Important to Customer and Attitude Toward Online Purchasing, obtains a critical ratio value of 2.218, an estimated value of 0.132, and a probability value of 0.027. Thus, it can be concluded that People Important to Customer has a significant effect on Attitude Toward Online Purchasing. These results are in line with Riley & Klein [2] that reveals People Important to Customer has a significant effect on Attitude Toward Online Purchasing.

Table 2. The Results of Hypothesis Testing

	Hypothesis	Estm.	S.E	C.R	Prob.
H1	Shipment Tracking → Attitude Toward Online Purchasing	0.153	0.060	2.544	0.011
H2	Delivery Speed → Attitude Toward Online Purchasing	0.023	0.080	0.288	0.773
H3a	Trust → Attitude Toward Online Purchasing	0.373	0.114	3.265	0.001
H3b	Carriers' Reputation Trust → Attitude Toward Online Purchasing	-0.004	0.002	-2,119	0.034
H4	People Important to Consumer → Attitude Toward Online Purchasing	0.132	0.060	2.218	0.027
H5	Online Review → Attitude Toward Online Purchasing	0.146	0.069	2.126	0.033
H6	Attitude Toward Online Purchasing → Online Purchase Intention	0.727	0.126	5.756	***

Table 2 shows that H5, which investigates the relationship between Online Reviews and Attitude Toward Online Purchasing, obtains a critical ratio value of 2.126, an estimated value of 0.146, and a probability value of 0.033. Thus, it can be concluded that Online Reviews have a significant effect on Attitude Toward Online Purchasing. These results are in line with Riley & Klein [2] that reveals Online Reviews have a significant effect on Attitude Toward Online Purchasing.

Table 2 shows that H6, which investigates the relationship between Attitude Toward Online Purchasing and Online Purchase Intention, obtains a critical ratio value of 5.756, an estimated value of 0.727, and a probability value of 0.000. Thus, it can be concluded that Attitude Toward Online Purchasing has a significant effect on Online Purchase Intention. These results are in line with Riley & Klein [2] that reveals Attitude Toward Online Purchasing has a significant effect on Online Purchase Intention.

4 Conclusion

The results show that shipment tracking, trust, people important to consumers, and online reviews have a significant positive effect on purchase attitude, and purchase attitude has a positive and significant effect on purchase intention. Only the delivery speed variable does not have a significant effect on purchase attitude. The reason may lie that consumer can wait for delivery because they are reassured by the shipment tracking and its logistic information.

Future study needs to investigate how shipment tracking and delivery speed are causally related when consumers demonstrate a positive purchase attitude.

A recommendation for Tokopedia is to pay attention to the carrier's delivery service to enable Tokopedia to provide excellent service in the shipping process.

This study has a limitation on the people important to the consumer variable as this variable has only one indicator. For SEM analysis requirements, AMOS should ideally have 2 to 3 indicators. With this, it is hoped that future research can use other software. Moreover, this study only used Tokopedia as the object; thus, it is recommended to use other objects for future research.

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Driving Factors for Digital Technology Innovation in Financial Markets in Indonesia

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This study aims to investigate the relationship between Perceived Usefulness and Perceived Risk on Intention to Use mediated by attitude on the use of Fintech with the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) theoretical approaches. The testing of the model used primary...

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Factors Affecting Syndicated Loan Spreads in Indonesia, Thailand, and Vietnam

Jonathan Bryan, Deddy Marciano, Endang Ernawati, James Bartle

This study aims to analyze the effect of loan information (i.e., number of lenders, loan amount, and loan maturity) and borrower characteristics (i.e., public, firm size, leverage, and profitability), as well as control variables such as country and year on syndicated loan, spread in public companies...

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Factors Affecting the Capital Structure of Non-financial Business Entities Listed in the IDX for the 2016–2020 Period

Adityawan Slamet, Endang Ernawati, Werner Ria Murhadi

This research aims to analyze the determinants of a firm's factors that influence capital structure. The variables used were profitability, growth, tangibility, non-debt tax shield, liquidity, and size. This research used a quantitative approach by using multiple linear regression. This research samples...

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The Effect of Dividend Policy, Profitability, and Leverage on Share Price Volatility of Service Sector Enterprise Indexed on the Indonesia Stock Exchange During 2015–2019

Shieryn Fiorenza, Liliana Inggrit Wijaya, Bertha Silvia Sutejo

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

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

Nisrul Irawati, Lisa Marlina

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

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Types I, II, III Agency Problems, Firm Value, and National

Governance Quality A Case Study of Indonesian and Singaporean Companies

Septiana Sihombing, Isfenti Sadalia, Amlys Syahputra Silalahi

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

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

Nurlisa Borliani Siregar, Isfenti Sadalia, Amlys Syahputra Silalahi

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

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

Dian Mahardi Lestari, Isfenti Sadalia, Amlys Syahputra Silalahi

An investment decision is a discretion adopted by investors in selecting or

determining the placement of their investment funds. Investments are always fraught with uncertainty, as the investment occurs in the present while the benefits come in the future. Investment is essentially the deployment of...

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

Elon Losman, Isfenti Sadalia, Chairul Muluk

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

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

Andreas Turnip, Isfenti Sadalia, Rina Bukit

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

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

S. Royan Sumando, Isfenti Sadalia, Abdilah Arif Nasution

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

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

Maria Br Sihaloho, Iskandar Muda, Nisrul Irawati

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

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

Andriansyah, Isfenti Sadalia

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

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

Rony Ukurta Barus, Isfenti Sadalia, Chairul Muluk

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

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The Effect of Operational Efficiency, Marketing Effectiveness, and Leverage on the Financial Performance of

PT Pelabuhan Indonesia (PERSERO) Regional I

Rizka Ameylina Nasution, Iskandar Muda, Nisrul Irawati

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

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Review of Behavioral Finance from an Investor's Perspective

Beby Kendida Hasibuan, Isfenti Sadalia

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

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

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

Green accounting and corporate social responsibility (CSR) play an

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

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

Pernando Simamora M, Nisrul Irawati, Chairul Muluk

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

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

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

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

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Competitive Advantage Strategy of Port Enterprise in Indonesia

A Case Study of Eastern Indonesian Ports

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

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

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Will Education Return to Normal?

Investigating Public Opinions on Covid-19 School Reopening

Bobby Ardiansyahmiraja

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

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

Mohammad Nadhiful Fiqqih

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

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MSME Categorization In Indonesia: Is It Potentially Problematic?

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

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

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Potential Spillover from Foreign Companies Evidence from the Indonesian Convection Industry

Cynthia Yohanna Kartikasari, Suyanto Suyanto

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

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

Noviaty K. Darmasetiawan, Henrycus W. Santoso

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

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

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

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

discussed...

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

Bambang Budiarto

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

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

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

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

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Developing Model of Digital Leadership for the New Normal Age

Setyo Budianto, Ubud Salim, Wahdiyati Moko, Nur Khusniyah

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

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

Prita Ayu Kusumawardhani

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

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

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

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

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

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

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

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The Effect of Financial Literacy and Financial Inclusion on MSMEs Performance (Case Study in MSMEs Assisted by SME & IKM DPW North Sumatra Province)

Mangihut Parlindungan Aritonang, Isfenti Sadalia, Chairul Muluk

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

problems, which...

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

Fausta Air Barata, Gustaf Naufan Febrianto, Muhammad Yasin

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

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

A Case Study of Indonesian Students

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

Digital business startups are essential engines for innovation and economic growth in Industry 4.0 era and digital civilization. These digital technology-based businesses can grow and develop rapidly when new desires and ideas arise from entrepreneurs to establish digital business ventures. This study...

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

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

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

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

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Self-regulation and Learning Outputs of Filipino MOOC Learners

Junard Duterte, Gilbert Importante

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

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

Daniel Fritz V. Silvallana, Maartandan S. Suppiah

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

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

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

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

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

Anni Fitriana, Aryana Satrya

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

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

Firdaus Lismanto

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

The sample...

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

Ahadin Mintarum

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

used the...

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

Enjang Suherman, Suroso, Budi Rismayadi, Sihabudin

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

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

Maria Fillippa Neri Indrawati, Aryana Satrya

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

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

Rasmulia Sembiring, Winarto

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

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

Lisa Widjaja, Dianne Frisko Koan

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

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

Permata Ayu Widiasari

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

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

Mustofa, J. L. Eko Nugroho

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

questionnaire....

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The Importance and Performance Analysis with Diagonal Regression Approach

Uus Mohammad Darul Fadli, Budi Rismayadi, Citra Savitri

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

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

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

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

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The Effect of Spiritual Leadership, Organizational Support, and Islamic Work Ethic

Testing Employee Performance and OCB as Mediating Variable

Ahyar Yuniawan, Fuad Mas'ud, Intan Ratnawati

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

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

Satpaulina, Yeni Absah, Rulianda Purnomo Wibowo

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

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Analysis of Job Satisfaction on Employee Engagement

Impacted on Turnover Intentions at PT Hilti Nusantara's Account Manager

Ariwinata, Harmein Nasution, Linda Tri Murni Maas

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

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

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

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

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

Rosyid Nurdin Fauzi, Nazaruddin, Amlys Syahputra Silalahi

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

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

Johny Rusdiyanto

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

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

Erny Veranica Napitupulu, Harmein Nasution, Yeni Absah

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

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

Muhammad Ari Iriawan

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

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

Yusuf Tarigan, Sukaria Sinulingga, Linda Trimurni Maas

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

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

Bosker Edward Hutabarat, Prihatin Lumbanraja, Isfenti Sadalia

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

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

Ryan Dwi Gustriandha, Nazaruddin, Isfenti Sadalia

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

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Does Gender Matter in the Relationship Between Individual

Absorptive Capacity and Subjectivity Career Success?

Yasmin Chairunisa Muchtar, Inneke Qamariah

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

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

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

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

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

Habibi Mardika Putra, Yeni Absah, Sugih Arto Pujanggoro

Human resource management views every employee in an organization as

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

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Influence of Talent Management on Succession Planning Through Leadership Skills

Bambang Agustian, Yeni Absah, Isfenti Sadalia

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

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

Sumiadi, Yeni Absah, Isfenti Sadalia

Employee performance is essential because high performance will be able to motorize all the elements in an organization to achieve its goal. The civil servant knows that good performance has an optimal role in national development. This research aims to analyze the influence of work placement, work environment,...

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

(Case Study of Fertilizer Company, Deli Serdang)

Adi Gumelar Cakra Prabowo, Prihatin Lumbanraja, Rulianda Purnomo Wibowo

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

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

Johannes Wijaya Sinaga, Iskadarini, Rulianda Purnomo Wibowo

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

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

Selva Mardinawaty, Yeni Absah, Isfenti Sadalia

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

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

Laurasia Trya Prillya, Prihatin Lumbanraja, Meilita Tryana Sembiring

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

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

Tirza Hafiz, Yeni Absah, Isfenti Sadalia

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

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

Windi Afika Manurung, Harmein Nasution, Linda T. Maas

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

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The Effect of Green Work-Life Balance and Organizational Citizenship Behavior on the Environment to Improve Environmental Performance of the Cooperative and SME Office of East Java Province Employees

Amiartuti Kusmaningtyas, Alivia Nur Faidah

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

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Islamic Human Capital A New Concept for Islamic Business Organizations

Rita Mutiarni, Ubud Salim, Eko Ganis Sukoharsono, Mintarti

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

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

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

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

development,...

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

Thoyyib Kardianto, Prihatin Lumbanraja, Meilita Tryana Sembiring

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

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

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

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

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Internal Branding as a Marketing Strategy for Start-Up

Ahmed Rageh Ismail, Bahtiar Mohamad, Muslim Diekola Akanmu

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

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The Entrepreneurial Orientation of Property Developers Around JLLB Surabaya Plan

Freddy Mutiara

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

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The Factors That Affect Tourist Revisit Intention of Sanur Bali Beach

Ni Ketut Sonia Mutiara, Indarini, Dudi Anandya

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

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Does Religiousness Matter to Intention to Commit Digital Piracy?

Adhika Putra Wicaksono

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

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

Andhy Setyawan, Fandy Tjiptono

Although it is not the only pandemic in human history, the Covid-19 has had severe negative long-term impacts and disruptions on business and consumer behavior. The rapid and deadly transmission of Covid-19 has caused various individual responses in social interactions and personal activities. This study...

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

Angelia Putri Permatasari, Dudi Anandya, Indarini

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

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The Antecedents in Forming Loyalty in the Fast-Food

Industry

Grace Felicia Djayapranata, Andhy Setyawan

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

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

Cesya Rizkika Parahiyanti, Azizul Yadi Yaakop

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

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The Impact of Performance Management and Empowering Leadership on Personal Motivation

A Study Case of Salesforce Performance in Retail Market

Andre Omarhadi, Hatane Semuel, Serli Wijaya

The Covid-19 pandemic has brought the world into a new era that has demanded changes in various sectors, including the management of

salesforces in retail stores. Due to the pandemic, changes in consumers' habits have raised challenges for salesforce management to increase its salesforces' personal motivation...

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

Marso

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

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