



# 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<sup>(✉)</sup>, and Dudi Anandya

University of Surabaya, Surabaya, Indonesia

inda@staff.ubaya.ac.id

**Abstract.** 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 a new habit of online impulsive shopping. This research was conducted on Shopee consumers in Surabaya and aims to determine and analyze the influence of consumer traits and situational factors on the desire to shop impulsively on the Shopee platform. These factors include the influence of impulsive buying, shopping enjoyment, consumer mood, person's situation, website quality, retailer motivational activities, and product attributes on online impulsive buying behavior. The data from this study involved 339 respondents who were analyzed using the SEM (Structural Equation Modeling) method. The results show that three accepted hypotheses are accepted: impulsive buying tendency, consumer mood, and motivational activities by retailers on online impulsive buying.

**Keywords:** online impulsive buying · consumer traits · situational factors · Covid-19 pandemic

## 1 Introduction

There are more and more internet users in Indonesia, especially during the Covid-19 pandemic. Internet eases activities during the pandemic, such as communicating, shopping, studying, and many more. By 2021, Indonesia's internet users will have significantly increased by 15.5% compared to January 2020 [1]. With the use of the internet, people's behavior has changed.

One of the changing behavior of people is from shopping offline to online. Many retail stores are expanding market share by adding online stores and joining e-commerce platforms to sell products. With online stores, e-commerce platforms, and delivery services, sellers and buyers can transact easily across the city. Not only shopping, but people could also pay for electricity and internet credit only by phone. This convenience can be felt especially during the Covid-19 pandemic [2], so people can fulfill their needs without leaving home.

© The Author(s) 2024

W. R. Murhadi et al. (Eds.): INSYMA 2023, AEBMR 256, pp. 350–356, 2024.

[https://doi.org/10.2991/978-94-6463-244-6\\_53](https://doi.org/10.2991/978-94-6463-244-6_53)

Public consumption and online transactions during the Covid-19 pandemic have increased. Moreover, internet access eases people to online shopping sites and develops new habits for spontaneous shopping or online Impulse buying. People who work or study from home and have much free time can easily see the products offered at online shops and e-commerce, regardless of needs or wants. According to Forbes [3], people tend to do 'revenge shopping' to eliminate boredom at home during the Covid-19 pandemic.

One of much e-commerce with many stores that are popular in the Indonesian market is Shopee, which first operated in 2015. Shopee is an online shop in East Asia. It actively offers promotions by giving free shipping coupons, cashback, discounts, peak sales, and so on to attract people's interest. Online shops in Shopee could give additional cashback and promotions outside of Shopee's program. Furthermore, Shopee does several monthly promotions, such as big sale promotions, flash sales, super brand day, and giving out free delivery coupons without minimum purchase. According to Kontan.id, there was an increase in sales and people's impulsive purchases occurred during the Big Sale 11.11 Shopee. Detik.com [4] also revealed a 130% increase in Shopee transactions at the start of the pandemic, the second quarter of 2020. At the 11.11 Big Sale 2021 event, Shopee was recorded to have sold more than 2 billion products during the campaign [5].

External and internal factors affect people's intention to make impulsive buying. The internal factors are known as consumer traits, and the external factors are known as situational factors [6]. The consumer traits are impulsive buying, shopping enjoyment, consumer mood, and person's situation. The situational factors are website quality, retailer motivational activities, and product attributes. This study aims to examine those factors that influence online impulsive buying of Shopee consumers in Surabaya during the Covid-19 pandemic. Thus, hypothesis proposed is:

H1. Impulsive buying tendency has a positive effect on online impulsive buying.

Impulsive buying tendency significantly urges consumers to make online impulsive buying. This study is consistent with similar research in the context of either online [6] or offline [7, 8] Impulsive buying.

H2. Shopping enjoyment tendency has a positive effect on online impulsive buying.

Shopping enjoyment is an internal trait that tends to make consumers feel happy, relieved, and relaxed during the shopping process [9]. If consumers feel happy and enjoy shopping, they will likely purchase spontaneously [7].

H3. Consumer mood has a positive effect on online impulsive buying.

Consumer mood, either positive or negative, will affect online impulsive buying. This is supported by the previous research's results that showed positive and negative moods will affect impulsive buying [6, 10].

H4. Person's situation has a positive effect on online impulsive buying.

Person's situation may refer to a person's financial condition or availability during shopping. Consumers will likely make spontaneous purchases by having more time and money during shopping. This is supported by several references [7, 11, 12].

H5. Website quality has a positive effect on online impulsive buying.

Rezaei et al. [13] stated a strategy for success in online retail is to show a website that is easy to shop and use, easy to select the product you want to buy, and shows professionalism. By operating a great quality website, consumers will likely make spontaneous buying. Akram et al. [14] also supported the idea of a positive effect between website quality and online impulsive buying.

H6. Motivational activities by retailers have a positive effect on online impulsive buying.

Shops tend to attract consumers through interesting activities, such as promotions, free delivery vouchers, cashback, and lottery. Those activities may trigger consumers' urge to buy impulsively. This is supported by the results of several previous studies [6, 7, 15, 16].

H7. Product attributes have a positive effect on online impulsive buying.

Product attributes are the price, features, and quality of the product offered by the store [17]. Rook [18] demonstrated that product attributes strongly encourage someone to do impulsive buying behavior. Product attributes significantly affect online impulsive buying.

## 2 Research Method

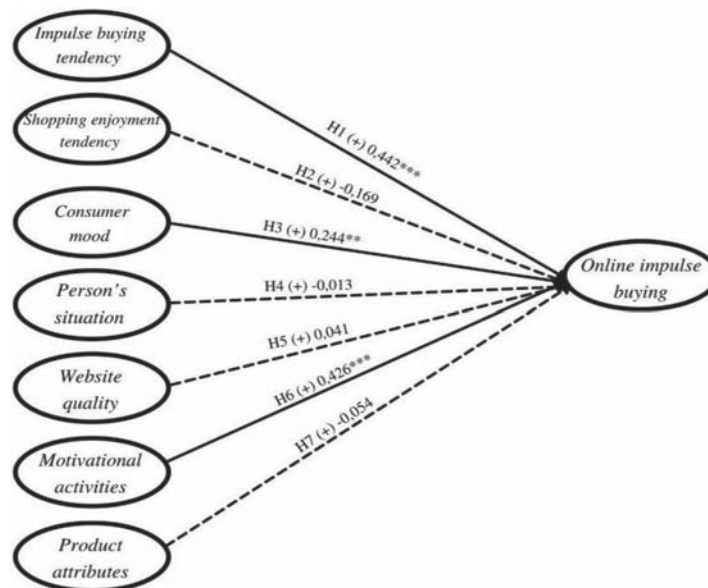
This study's target population was Indonesians domiciled in Surabaya and actively shopped in Shopee in the last six months. The population characteristics chosen were consumers who have participated in promotional events (discounts, clearance sales, buy 1 get 1, and others) organized by Shopee, were at least 18 years old, and have a minimum high school/vocational school education. The sample size used in this study was at least 300, and this study obtained 339 samples.

## 3 Results

The validity and reliability test were tested on 40 respondents with SPSS 24. All indicators for each variable show a Pearson correlation value  $\geq 0.3$  (valid), a significance value  $\leq 0.05$ , and a Cronbach's alpha value  $\geq 0.6$  (reliable). All data from 339 respondents were analyzed using SEM (Structural Equation Modeling) with two testing steps. Hypothesis testing was carried out using AMOS 22 software, provided the hypothesis is supported by a critical ratio of  $\geq 1.96$  and a p-value of  $\leq 0.05$  (Table 1). The following is the result of testing the hypothesis, which shows the p-value and standardized estimate value (Fig. 1):

**Table 1.** The Results of the Hypothesis Testing

Hypothesis		Standardized Estimate	C.R.	Results
H1 (+)	IBT → OIB	.442	4.569	Supported
H2 (+)	SET → OIB	-0.169	-1.797	Not supported
H3 (+)	CM → OIB	0.244	2.182	Supported
H4 (+)	PS → OIB	-0.013	-0.295	Not supported
H5 (+)	WQ → OIB	0.041	0.453	Not supported
H6 (+)	MA → OIB	0.426	5.201	Supported
H7 (+)	PA → OIB	-0,054	-0,895	Not supported

**Fig. 1.** Hypothesis Results

## 4 Discussion

Based on the result of processing research data and hypothesis testing using AMOS 22 software, out of 7 hypotheses, 3 are supported, and 4 are not supported. Shopping enjoyment tendency, person's situation, website quality, and product attributes have no significant effect on online impulsive buying.

Of the 3 supported hypotheses, 2 variables are consumer traits: impulsive buying tendency and consumer mood are internal factors in online impulsive buying. 1 supported hypothesis of an external factor is motivational activities by retailers. Of the 3 supported hypotheses, the standardized estimate value of the impulsive buying tendency

has the greatest influence on online impulsive buying at 0.442. This shows that during the Covid-19 pandemic, factors influencing consumers to make spontaneous buying came from each consumer, especially consumers who tended to shop impulsively. The highest average on the Impulsive buying tendency variable is IBT2, “I buy products at Shopee to get certain satisfaction” with a value of 4.03. Shopee and sellers must understand that consumers shop at Shopee to get certain satisfaction and need to maximize the resources and activities that can be carried out to increase the satisfaction sought by consumers.

The next supported hypothesis that has a strong influence is motivational activities by retailers, with a value of 0.426. Shopee and sellers could urge online impulsive buying by giving interesting activities to consumers. The lowest average on the motivational activities by retailers is MA10, “Lucky draws are always held by the seller I choose to shop for in Shopee” with a value of 3.51. Recommendations for shops that operate in Shopee are to conduct a lucky draw and interact more with consumers. Sellers in Shopee could hold the lucky draw in the form of discounts with a minimum nominal set by the sellers so that consumers shop for unplanned products. If consumers do not desire to shop beforehand and get the discount lottery, consumers will be urged to shop. If consumers get discounts when they shop for more products and are not on the shopping list, consumers will tend to feel satisfied and proud.

## 5 Conclusion

This study has limitations that might affect the study results. Most of the respondents in this study were aged 18–23 years, which is the young generation. That means the results of this study reflect the perceptions of consumers, who are mostly the younger generation.

This study also has a limitation in that only focuses on Shopee, so further research can use other operating marketplaces such as Tokopedia, Lazada, Bukalapak, and others. This research is still limited to focusing on consumers who shop during the Covid-19 pandemic in Surabaya. Future research can use other regions or the whole of Indonesia to get various results. In addition, this research sample can still be added again. It is hoped that further research can add more samples from this study.

## References

1. Riyanto, G.A. (2021, February 03). Jumlah Pengguna Internet Indonesia 2021 Tembus 202 Juta. <https://tekno.kompas.com/read/2021/02/23/16100057/jumlah-pengguna-internet-indonesia-2021-tembus-202-juta>. Accessed February 10, 2022
2. Kshatriya, K., & Shah, P. S. (2021). A study of the prevalence of impulsive and compulsive buying among consumers in the apparel and accessories market. *Vilakshan-XIMB Journal of Management*. <https://doi.org/10.1108/XJM-12-2020-0252>
3. Morgan, B. (2021, March 22). In a Post-Covid World Customers Will be Revenge Shopping. <https://www.forbes.com/sites/blakemorgan/2021/03/22/customers-are-ready-to-back-with-covid-revenge-shopping/?sh=1b1ad79130ab>. Accessed July 29, 2021
4. Imandiar, Y. (2020, September 01). Masa Pandemi, Transaksi Shopee di Q2–2020 Naik hingga 130%. <https://inet.detik.com/cyberlife/d-5155740/masa-pandemi-transaksi-shopee-di-q2-2020-naik-hingga-130>. Accessed February 7, 2022

5. Shopee. (2021, November 08). Shopee Bagikan 11 Keseruan pada Puncak Kampanye Shopee. <https://amp.kontan.co.id/release/shopee-bagikan-11-keseruan-pada-puncak-kampanye-shopee-1111-big-sale>. Accessed February 10, 2022
6. Febrilia, I., & Warokka, A. (2021). Consumer traits and situational factors: Exploring the consumer's online Impulsive buying in the pandemic time. *Social Sciences & Humanities Open*, 4(1), 100182. <https://doi.org/10.1016/j.ssaho.2021.100182>
7. Atulkar, S., & Kesari, B. (2018). Role of consumer traits and situational factors on Impulsive buying: does gender matter? *International Journal of Retail & Distribution Management*. <https://doi.org/10.1108/IJRDM-12-2016-0239>
8. Atulkar, S., & Kesari, B. (2018). Impulsive buying: A consumer trait prospective in context of central India. *Global Business Review*, 19(2), 477–493. <https://doi.org/10.1177%2F0972150917713546>
9. Pandey, S. K. (2016). The effect of deals and moods on compulsive buying: A study on young Indian consumers. *Global Business Review*, 17(2), 438–449. <https://doi.org/10.1177%2F0972150915619821>
10. Bahrainizad, M., & Rajabi, A. (2018). Consumers' perception of usability of product packaging and Impulsive buying: Considering consumers' mood and time pressure as moderating variables. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-04-2016-0030>
11. Foroughi, A., Buang, N. A., & Sadeghi, R. H. M. (2012). Exploring the influence of situational factors (money & time available) on Impulsive buying behaviour among different ethics. *International Journal of Fundamental Psychology & Social Sciences (IJFPSS)*, 2(2), 41- 44.
12. Beatty, S. E., & Ferrell, M. E. (1998). Impulsive buying: Modeling its precursors. *Journal of retailing*, 74(2), 169-191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
13. Rezaei, S., Ali, F., Amin, M., & Jayashree, S. (2016). Online Impulsive buying of tourism products: The role of web site personality, utilitarian and hedonic web browsing. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-03-2015-0018>
14. Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online Impulsive buying: Moderating effects of sales promotion and credit card use. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-04-2017-0073>
15. Miao, M., Jalees, T., Qabool, S., & Zaman, S. I. (2019). The effects of personality, culture and store stimuli on impulsive buying behavior: Evidence from emerging market of Pakistan. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-09-2018-0377>
16. Dawson, S., & Kim, M. (2009). External and internal trigger cues of Impulsive buying online. *DirectMarketing:AnInternationalJournal*. <https://doi.org/10.1108/17505930910945714>
17. Nsairi, Z. B. (2012). Managing browsing experience in retail stores through perceived value: implications for retailers. *International Journal of Retail & Distribution Management*. <https://doi.org/10.1108/09590551211255965>
18. Rook, D. W. (1987). The buying Impulsive. *Journal of consumer research*, 14(2), 189-199. <https://doi.org/10.1086/209105>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.



Series: [Advances in Economics, Business and Management Research](#)

## Proceedings of the 20th International Symposium on Management (INSYMA 2023)

[HOME](#)[PREFACE](#)[ARTICLES](#)[AUTHORS](#)[SESSIONS](#)[ORGANIZERS](#)[PUBLISHING INFORMATION](#)[<](#) PREVIOUS VOLUME IN SERIESNEXT VOLUME IN SERIES [>](#)

Welcome to 20th International Symposium on Management (INSYMA 2023). With the rapid advancement of augmented reality, blockchain, and the internet, the metaverse is now within reach like never before. Companies are continuously pushing the boundaries of innovation to cater to the ever-evolving needs of consumers. They employ a diverse range of strategies to elevate the value of their products and stay ahead of the competition. However, not every company manages to achieve this feat, often due to resource limitations and the ability to understand dynamic market trends. The 20th INSYMA (International Symposium on Management) is bringing you further into the metaverse. This year's theme is "TheMetaverse and Beyond: Opportunity or Disaster? New Realities InWorkplaces".

Please click [here](#) for the conference website.

### Atlantis Press

Atlantis Press – now part of Springer Nature – is a professional publisher of scientific, technical & medical (STM) proceedings, journals and books. We offer world-class services, fast turnaround times and personalised communication. The proceedings and journals on our platform are Open Access and generate millions of downloads every month.

For more information, please contact us at: [contact@atlantis-press.com](mailto:contact@atlantis-press.com)

[▶ PROCEEDINGS](#)[▶ JOURNALS](#)[▶ BOOKS](#)[▶ POLICIES](#)[▶ MANAGE COOKIES/DO NOT SELL MY INFO](#)[▶ ABOUT](#)[▶ NEWS](#)[▶ CONTACT](#)[▶ SEARCH](#)



Search

Series: [Advances in Economics, Business and Management Research](#)

# Proceedings of the 20th International Symposium on Management (INSYMA 2023)

---

[HOME](#)

[PREFACE](#)

[ARTICLES](#)

[AUTHORS](#)

[SESSIONS](#)

[ORGANIZERS](#)

[PUBLISHING INFORMATION](#)

---

## **Advisory Committee**

### **Denni Arly**

Griffith University, Australia

### **Eduardus Tandelilin**

Universitas Gadjah Mada, Indonesia

### **Herman Woerdenbag**

University of Groningen, The Netherlands

### **Irwan Adi Ekaputra**

Universitas Indonesia

### **Jun Kumamoto**

Tokai University, Japan

### **Kuei-Hsien Niu**

California State University, USA

### **Bahtiar Mohamad**

Universiti Utara Malaysia

### **Moses Laksono Singgih**

Insitut Teknologi Sepuluh November, Indonesia

### **Noore Alam Siddiquee**

Flinders University, Australia

### **Ottavia Huang**

National Cheng Kung University, Taiwan

**Phan Thi Hong Xuan**

Vietnam National University

**Slavomir Rudenko**

Pan-European University, Slovakia

**Wim Vanhaverbeke**

Hasselt University, Belgium

**Yanto Chandra**

City University of Hong Kong

**Yashwant Vishnupant Pathak**

University of South Florida, USA

### **Head of Management Department**

**Deddy Marciano**

University of Surabaya

### **Chairperson**

**Elsye Tandelilin**

University of Surabaya

### **Scientific Committee & Editor Coordinator**

**Werner Ria**

Murhadi University of Surabaya

### **Scientific Committee & Editors**

**Dudi Anandya**

University of Surabaya

**Noviaty Kresna**

Darmasetiawan University of Surabaya

**Juliani Dyah**

Trisnawati University of Surabaya

**Putu Anom**

Mahadwartha University of Surabaya

**Elsye Tandelilin University of Surabaya**

University of Surabaya

### **Treasurer**

**Fitri Novika Widjaja**

University of Surabaya

### **Secretary Coordinator**

## **Siti Rahayu**

University of Surabaya

## **International Relations**

### **Adi Prasetyo Tedjakusuma**

University of Surabaya

## **University of Surabaya**

### **Prita Ayu Kusumawardhany**

University of Surabaya

## **Equipment Coordinator**

### **Stefanus Budy Widjaja**

University of Surabaya

## **Tour & Accommodation Coordinator**

### **Veny Megawati**

University of Surabaya

## **Consumption Coordinator**

### **Christina Rahardja**

University of Surabaya

## **Marketing Coordinator**

### **Hayuning Purnama Dewi**

University of Surabaya

## **Atlantis Press**

Atlantis Press – now part of Springer Nature – is a professional publisher of scientific, technical & medical (STM) proceedings, journals and books. We offer world-class services, fast turnaround times and personalised communication. The proceedings and journals on our platform are Open Access and generate millions of downloads every month.

For more information, please contact us at: [contact@atlantis-press.com](mailto:contact@atlantis-press.com)

- ▶ PROCEEDINGS
- ▶ JOURNALS
- ▶ BOOKS
- ▶ POLICIES
- ▶ MANAGE COOKIES/DO NOT SELL MY INFO
- ▶ ABOUT
- ▶ NEWS
- ▶ CONTACT
- ▶ SEARCH

Series: [Advances in Economics, Business and Management Research](#)

# Proceedings of the 20th International Symposium on Management (INSYMA 2023)

[HOME](#)

[PREFACE](#)

[ARTICLES](#)

[AUTHORS](#)

[SESSIONS](#)

[ORGANIZERS](#)

[PUBLISHING INFORMATION](#)

[+ Advanced search](#)

Search

82 articles

## Proceedings Article

### Peer-Review Statements

Werner Ria Murhadi, Dudi Anandya, Noviaty Kresna Darmasetiawan, Juliani Dyah Trisnawati, Putu Anom Mahadwartha, Elsy Tandelilin

[+ Article details](#)

[+ Download article \(PDF\)](#)

## Proceedings Article

### The Influence of Interest Rate, Inflation, and Exchange Rate on Stock Price Return of Companies Listed in the KOMPAS 100 Index

Anak Agung Alit Tri Putra, I Ketut Darma, I Gusti Lanang Putu Tantra

This research was conducted based on the fluctuation of the KOMPAS100 index from 2015 to 2021. The research was done to know the influence of interest rate, inflation, and the Indonesian Rupiah exchange rate against the US Dollar on the stock price return of companies listed in the KOMPAS100 index within...

[+ Article details](#)

[+ Download article \(PDF\)](#)

## Proceedings Article

### Five Basic Human Emotions and Investment Decisions on Generation Z in Surabaya-Indonesia

Bertha Silvia Sutejo, Sumiati, Risna Wijayanti, Candra Fajri Ananda

The impact of the five basic human emotions on investment decision-making, which focuses specifically on Generation Z investors in Surabaya, Indonesia, is investigated in this study. The research sample includes 180 Generation Z respondents with prior investing experience. To test the hypotheses, Amos...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Interrelation of Internationalization and Firm Financial Performance in the Manufacturing Sector

Josephine Aurelia Winoto, Deddy Marciano, Liliana Inggrit Wijaya

This study examines the interrelation of internationalization and firm performance among manufacturing sectors in Indonesia for the years 2021–2021. This is basic research with a quantitative approach using data panels on E-Views 10. The research used 20 companies that fulfill the terms of the period...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### The Effect of Corporate Governance on Firm Performance in the Manufacturing Sector in Indonesia and Singapore

Graciela Gunawan, Liliana Inggrit Wijaya, Endang Ernawati

His study aims to analyze the effect of board independence, board size, foreign ownership, institutional ownership, and gender diversity on board with control variable firm size, firm age, and leverage on firm performance measured by Tobin's Q and ROA in manufacturing sector companies listed in Indonesia...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Can the Implementation of FinTech Improve Banking Performance? Evidence from Banking Industry in Indonesia

Jeremia Santoso, Christiana Fara Dharmastuti

The growth of FinTech in Indonesia provides an opportunity for the banking industry to continue improving its banking services through digital innovation. This study focuses on analyzing the effect of FinTech implementation on the cost efficiency rate, revenue growth rate, and banking performance. Data...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Case Study of Cashless Transportation Analysis in Indonesia

Joshi Maharani Wibowo

This study was conducted to analyze cashless transportation implementation and its impact in Indonesia. This research applied a descriptive qualitative approach and then analyzed it based on sentiment analysis. The data used in this study were e-news data from Kompas.com, detik.com, and tempo.co related...

- [+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### The Influence of Corporate Governance on Firm Performance in Indonesia and Taiwan Stock Exchanges

Liliana Inggrit Wijaya, Desi Ana Yupita, Deddy Marciano, Zunairoh Zunairoh, Marwin Antonius Rejeki Silalahi

The influence of governance on the performance of Indonesia and Taiwan companies in the raw goods and infrastructure sectors will be analyzed and become the main objective of this study. Multiple regression was used in analyzing the objects of 520 Indonesian companies and 365 Taiwanese companies. The...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### Analysis of the Effect of Current Ratio on Debt Ratio for Companies Listed on Kompas 100

Marwin Antonius Rejeki Silalahi, Zunairoh Zunairoh, Liliana Inggrit Wijaya, Siska Amonalisa Silalahi, Marwan Carlos Sahatdotua Silalahi

During this pandemic, many companies funded them using long-term debt. For this reason, this research was conducted by analyzing whether there was an effect of the current ratio on debt ratios in companies registered with the compass of 100. In addition, this research also wanted to find out the tendency...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### Empirical Case Among Explanatory Asset, Financial Asset Dan Macro-Economic on Return Bitcoin

Muhammad Rizky Nasution, Isfenti Sadalia, Nisrul Irawati

The S&P 500 Index, NIKKEI 225, World Oil Prices, Gold Prices, Bitcoin Supply, Bitcoin Miners Revenue, and Bitcoin Returns are some of the research variables used in this study. The websites <https://Blockchain.com>, <https://finance.yahoo.com>, and other sites that promote research served as the study's...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### Financial Literacy and Demographics of Investment Decisions: A Study of the Young Generation in JABODETABEK

Celine Putri Wijaya, Novia Utami

This study aims to examine the relationship between financial literacy and demographics with investment decisions made by young people in the JABODETABEK area, Indonesia. The sample collection used a convenience sampling technique through online questionnaires. Then, a total of 130 samples were processed...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## The Impact of Corruption News of Soe Officials on Abnormal Return

Nabila Ramadhani, Putu Anom Mahadwartha, Endang Ernawati

This study aims to examine the impact of corruption news of Indonesia State-owned Enterprise Officials on abnormal returns. From 2010–2020, at least 30 corruption cases were handled by the Tipikor (Criminal Act) court originating from SOEs. This study uses the event study research method with AR and...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## Analysis of Differences in Abnormal Return and Stock Liquidity Before and After the Rights Issue

Rendy Ardiansyah, Krisnawuri Handayani, Dyah Setyawati

This research aims to determine differences in strange returns and stock liquidity before and after the rights issue. The objects of this research were companies registered on the 2018–2021 Indonesian Stock Exchange. This research used a quantitative approach with secondary data. Documentation techniques...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## Determining Credit Risk Using Contingent Claim Model Approach (Merton Model); A Case Study of Indonesian Digital Banks

Renea Shinta Aminda, Muhammad Jiddan Aziz, Titing Suharti, Jani Subakti, Sigit Wibowo, Anuraga Kusumani Subakti

The Covid-19 pandemic in Indonesia has an unfavorable influence on the banking sector; not only economic and financial policies in adjusting conditions significantly affect companies, but people are also currently turning to the digital era with a relatively high number of customer increases. Thus, this...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## The Power of Outside Monitors and Owners on Disclosure of Business Ethics: An Empirical Study

Savira Anisya Putri, Riesanti Edie Wijaya

This study aims to determine the understanding of the effect of the characteristics of corporate governance and business ethics disclosure. In addition, this study can provide a broad overview of business ethics disclosure in manufacturing companies in Indonesia. The object of this research is manufacturing...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

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

Yonas Meti, Rina Silvia, Novriani Monika Wangka, Gloria Miagina Palako Djurubassa, Herman Sidete, Hernansi Bisio, 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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,...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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....

- [+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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....

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

**Proceedings Article**

## "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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

#### Proceedings Article

### 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,...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Antecedents Factors that Influence CUstomer'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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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)...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

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

Sipnarong Kanchnawongpaisan, 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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,...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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)....

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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:...

- [+ Article details](#)
- [+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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..

- [+ Article details](#)
- [+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

- [+ Article details](#)
- [+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

- [+ Article details](#)
- [+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

- [+ Article details](#)
- [+ Download article \(PDF\)](#)

---

**Proceedings Article**

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## Creating Shared Value: Turning Charity into Profit Abstract

Angung 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...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### 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...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

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

Valentina Elim, Dianne F. Koan

This research brings a new perspective on Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs) 2030. By adopting a study case from Deloitte Indonesia, this study aims to inspire the best practice of how a Big-4 Public Accountant Firm undertakes its social responsibility to ensure...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### The Development of Money Laundering Knowledge in Relation to the Electronic Money

Amelia, Fidelis Arastyo Andono

According to the United Nations Office on Drugs and Crime (UNODC) forecast, the amount of money laundered globally amounted to 2–5% of the global GDP. The money laundering process has changed over time, and the use of electronic money has increased over the years. Previous research has shown that the...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Trowulan Tourism Market (Pawitra): Transformation and the Use of Metaverse Technology to Strengthen Digital Experience

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

This study aims to analyze (1) what strategies can be implemented to re-run Trowulan People's Market?; (2) what is the strategy for transforming the Trowulan People's Market into the Trowulan Tourism Market (Pawitra)?; (3) how is the innovation and use of Metaverse technology in the Trowulan Tourism...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Overview of the Life of Vietnamese-Singaporean Multicultural Families in Ho Chi Minh City: Insiders' Perspective

Phan Thị Hồng Xuân, M. A. Võ Minh Trục

In the context of international integration, global migration has become a common phenomenon, especially marriage migration. Ho Chi Minh City, Vietnam, is also a popular destination for overseas residents to live and work, notably Singaporeans, many of whom have married Vietnamese women and continue...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

### Corporate Social Responsibility and Earnings Management: Ethics Perspective

Agnes Claribella Hidayat, Felizia Arni Rudiawarni, Rizky Eriandani

The purpose of this study is to provide empirical evidence and determine how corporate social responsibility (CSR) influences earnings management. This study utilized 305 samples selected using the purposive sampling technique. From 2017 to 2021, the research sample consists of all primary sector companies...

- [+ Article details](#)
  - [+ Download article \(PDF\)](#)
- 

#### Proceedings Article

## Solid Waste Management for Sustainable Ecovillage: A Case Study of Tanjung Dam Ecovillage, Mojokerto

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

This study aims to observe the waste characteristic and analyze the solid waste management system in the tourism destination of Tanjung Dam Ecovillage, Mojokerto, Indonesia. The sampling and interviews were conducted to estimate solid waste's characterization and management practice. The findings show...

[+ Article details](#)

[+ Download article \(PDF\)](#)

---

### Proceedings Article

## An Analysis of Educational Policies, Practices, and Challenges in Thailand and Finland

Wijittra Srisorn, Sunthan Chayanon, Danty James

As there is a growing demand for better education to prepare the young generation by reducing the knowledge and skill gap; thus, it is important that countries must look into their educational systems and analyze any pitfalls. Educational policies do not come from a vacuum but from the careful drafting...

[+ Article details](#)

[+ Download article \(PDF\)](#)

1

### Atlantis Press

Atlantis Press – now part of Springer Nature – is a professional publisher of scientific, technical & medical (STM) proceedings, journals and books. We offer world-class services, fast turnaround times and personalised communication. The proceedings and journals on our platform are Open Access and generate millions of downloads every month.

For more information, please contact us at: [contact@atlantis-press.com](mailto:contact@atlantis-press.com)

▶ DrIceeNGJUS

▶ AILrJaBS

▶ KIIMS

▶ DIBGcGeS

▶ aJaUe/cIIMGeSTNI/JIY/SeBB/ F/GJWI

▶ aKILY

▶ JeHS

▶ cIJYacY

▶ Search

---

[Home](#) [Privacy Policy](#) [Terms of use](#) [!\[\]\(9cfd7b8995754ae2aef7ec59dba55501\_img.jpg\)](#) [!\[\]\(545e22137c1a6385ed46ac5b61de8912\_img.jpg\)](#) [!\[\]\(cea42c4b6ecbb9669e0cb4bdb4988e65\_img.jpg\)](#)

Copyright © 2006-2024 Atlantis Press – now part of Springer Nature