



The Effect of Financial Literacy and Demographic Factors on Behavioral Biases of Investors During a Pandemic

Veronica Elvira, Bertha Silvia Sutejo^(✉), and Deddy Marciano

University of Surabaya, Surabaya, Indonesia
bertha@staff.ubaya.ac.id

Abstract. The purpose of this study is to look at the impact of financial literacy and demographics on investor behavioral biases in Indonesia. Overconfidence, disposition effect, mental accounting, and herding bias were among the eight variables used in this study, which included four independent variables: financial literacy, age, occupation, and income, as well as four dependent variables: overconfidence, disposition effect, mental accounting, and herding bias. This is a sort of research that uses a quantitative technique to do basic research. The questionnaires were distributed to investors listed on the Indonesia Stock Exchange for this study. The findings reveal that gender and age influence overconfidence bias, that financial literacy and income level influence disposition, that financial literacy and age influence mental accounting, and that financial literacy and occupation influence herding prejudice.

Keywords: Financial behavior · demographic · financial literacy · behavioral biases

1 Introduction

Many factors affect a person in making an investment decision; one of them is behavioral finance. This financial behavior shows that there are times when investors get psychological and demographic effects in making investment decisions. These psychological factors will lead to irrational decisions that lead to bias.

At the beginning of 2020, all levels of society were affected by the Covid-19 pandemic. The impact of this pandemic is that many people end up investing in stocks with the thought that they will benefit from these stocks. These days, investment can be used as an activity to utilize the funds owned to meet future needs. Most people think how important it is to separate an emergency fund and an investment fund just in case of an emergency.

In the middle of 2020, Pom-Pom stocks began to be sold, where the company deliberately engineered the stocks so that the stock price increased rapidly by using artists as its brand ambassadors. The target of this pom-pom stock is investors with minimal knowledge of stocks and new investors.

There is a significant negative effect between the financial literacy variable on the bias disposition effect, implying that the increasing financial literacy will make investors will not be reluctant to hold stocks with poor performance [1]. Financial literacy has a significant positive effect on mental accounting, implying that a higher investor's financial literacy makes the investor with a mental accounting bias will have a more complex portfolio. Financial literacy also has a significant negative effect on herding bias because investors with a high level of financial literacy will not follow other investors without a clear analysis. Financial literacy has a significant negative effect on overconfidence, meaning that investors with a high literacy level are more confident than investors with a low literacy level [2]. Moreover, herding means investors with a high literacy level will not follow other investors in their decision-making.

Several studies revealed that there is a positive effect between the gender variable on the overconfidence bias, meaning that males have a high level of self-confidence compared to females [1–3]. Some studies did not find any effect of gender on herding bias [1, 2]. Meanwhile, research from [3] showed a significant positive effect on herding bias, meaning that males tend to follow other investors' decisions in investing. On the other hand some research revealed no significant effect on the disposition effect, meaning that both males and females are not reluctant to hold bad stocks and sell profitable ones [2, 3]. These studies have different results from [1], which stated that there is a significant positive effect on the disposition effect, meaning that males tend to sell profitable stocks and hold poor performing stocks compared to females. Gender has a significant negative effect on mental accounting, meaning that females end up making investment decisions by grouping funds into several assets [1]. Meanwhile, other research stated no significant effect between gender and mental accounting [2].

There is a significant positive effect between income levels on overconfidence, implying that investors with high-income levels tend to have excessive self-confidence compared to investors with low-income levels [2, 3]. While the different results from [4] show that there is no significant effect between the level of income on overconfidence, which means that high- or low-income levels do not affect self-confidence. Income levels have a significant negative effect on the disposition effect, which means that low-income levels tend to have this bias because they do not have facilities for financial consultants compared to high-income investors [4]. Meanwhile, some studies reveals no significant effect between income levels and the disposition effect, meaning that high or low levels of investor income will not affect them not to hold losing stocks [2, 3]. Income level found to have significant positive effect on mental accounting, meaning that investors with high-income levels tend to allocate their assets separately [4]. While the research results from [2] revealed no significant negative effect between income levels on mental accounting, meaning that high or low levels of investor income do not prevent them from allocating their assets separately before investing. Some studies revealed no significant effect between the level of income on herding bias, implying that high and low-income investors will follow the decisions of other investors if they do not get complete information about a stock [2–4].

Other studies revealed a negative and significant effect between age and herding bias, meaning that older investors tend to make decisions based on a majority vote or follow the decisions of other investors [1, 4]. Contrary to that, some studies revealed that age

has a significant positive effect on the disposition effect because older investors tend to sell profitable stocks and hold losers compared to younger investors [3, 4].

One study identified a positive and substantial relationship between work type and overconfidence, meaning that retired investors are more confident in their investment decisions than private employees [1]. Mental accounting means that retired investors have more complex portfolios than other employment sectors. The type of work has a significant negative effect on herding bias means that private employees are more likely to follow investors than other types of work. Because of the disposition effect, private workers are more likely than entrepreneurs to possess incorrect shares. Retired investors had a higher level of self-assurance than private employees. A skewed disposition effect is also common among private employee investors [1]. Other research, on the other hand, found that investors with finance jobs have a large negative influence on herding bias because they understand equities better and do not follow other investors in making judgments [4]. However, the research of [3] contradicts the results of [1] and [4] where the type of work has no effect on behavioral bias.

This research is important since the behavioral bias of each investor will show financial behavior that can be used as a determining factor in making investment decisions. The focus of this research will be on Indonesian investors that buy stocks on the Indonesian Stock Exchange. The results of this research will be used to determine the impact of demographic characteristics on behavioral bias in stock investment decisions.

Financial literacy is an understanding of public information that includes financial services, financial investments, and various financial perspectives that investors must understand [5] in [2]. Demographic factors are an inherent part of individuals and can affect decision-making.

Behavioral bias is financial behavior, consisting of knowledge of psychology, finance, and other sciences to study investor behavior that deviates from the standard [6] in [1]. Overconfidence is the behavior of investors who have excessive confidence in their knowledge of the capital market. Investors will tend to ignore information because of overconfidence. The disposition effect is the behavior of investors who sell profitable shares but hold detrimental shares [7]. Investors with this bias tend to avoid losses and regret the decisions taken. Mental accounting is the behavior of investors who separate income and expenses as in accounting. Investors with this bias tend to put their assets into different investments to not interfere with other investments. Herding bias is the behavior of investors who follow other investors in making investment decisions. Investors tend to follow other people's investment decisions when getting uncertain information [3, 8].

Investors with high financial or stock knowledge would have a lower level of excessive trust [9]. High financial literacy will prevent investors from making biased decisions.

H1a: Financial literacy has a negative effect on overconfidence bias

Investors with good financial knowledge would be more aware of losses in their portfolios, so they will not hold stocks that perform poorly [1].

H1b: Financial literacy has a negative effect on the disposition effect

Investors with good financial knowledge will increasingly separate their shares, such as the accounting model. Investors with this bias tend to have more complex portfolios than investors with low literacy levels [1].

H1c: Financial literacy has a positive effect on mental accounting

Investors with low financial knowledge tend to follow the decisions of other investors in their decision-making without analyzing the stock first [1].

H1d: Financial literacy has a negative effect on herding bias

Some studies found that males tend to have excessive self-confidence compared to females [3, 10]. Other research reveal that males tend to be more confident in the capital market compared to females [1].

H2a: Gender has a positive effect on overconfidence bias

Females are more likely to have a disposition effect than males, meaning that females are more daring to invest in large amounts if they have previously experienced profits [1].

H2b: Gender has a negative effect on the disposition effect

Male investors tend to be less biased toward mental accounting than females. Before investing, females tend to group into several assets, such as accounting models [1].

H2c: Gender has a negative effect on mental accounting

Males tend to be more prone to herding bias than females because males tend to follow the decisions of other investors such as relatives or family in making investment decisions [3].

H2d: Gender has a positive effect on herding bias

Investors with a high-income level have higher self-confidence than investors with a low-income level [2].

H3a: Income level has a positive effect on overconfidence bias

Investors with a low-income level tend to be insecure and avoid risk if they have experienced losses [11].

H3b: Income level has a negative effect on the disposition effect

Investors with a high-income level tend to have more complex portfolios than investors with a low-income level [4].

H3c: Income level has a positive effect on mental accounting

Investors with a low-income level are less susceptible to herding bias because the capital used is small, so before making decisions, they will be carefully thought out and considered first [12].

H3d: Income level has a negative effect on herding bias

Older investors tend to have higher self-confidence than investors at a young age because of their understanding of investment performance [13].

H4a: Age has a positive effect on overconfidence bias

Young investors (25–45 years old) who lack experience are more reluctant to be aware of losses in their portfolios [3]. While other research [4] found that older investors tend to hold down stocks that suffer losses for a longer time and sell profitable stocks.

H4b: Age has a negative effect on the disposition effect

Older investors tend to separate their investments to build complex portfolios [14].

H4c: Age has a positive effect on mental accounting

Some studies found that young investors are more careful in making decisions to discuss their investment decisions with their relatives [1, 4]. Older investors tend not to ask for recommendations or references from those around them [4].

H4d: Age has a negative effect on herding bias

Investors with jobs related to finance will be more confident in making investment decisions [4].

H5a: Type of work has a positive effect on overconfidence bias

There is an effect of type of work on the bias disposition effect [3, 11]. Investors who have jobs related to finance tend to have a low bias disposition effect.

H5b: Type of work has a negative effect on the disposition effect

The type of work has an effect on mental accounting bias [1]. Investors who retire from work tend to be less susceptible to mental accounting. Investors who have jobs related to finance tend to have mental accounting because they know about investment [4].

H5c: Type of work has a positive effect on mental accounting

Investors whose work is not related to finance tend to experience herding bias more than investors who work in finance [15].

H5d: Type of work has a negative effect on herding bias

2 Research Methods

This research is included in the basic research type, which aims to increase and expand knowledge. Based on its objectives, this research is classified as a causal research type since it explains the effect of the dependent variable, behavioral bias, and the independent variable, financial literacy, and demographic factors. This research was conducted with quantitative methods. The data used were collected through questionnaires distributed by researchers and filled out by respondents. The questionnaire results were then analyzed using the SEM (Structural Equation Modeling) analysis method assisted by SPSS and AMOS software. SPSS was used to test the reliability and validity, while AMOS was used to test the fit model and the hypothesis.

The variables in this study were separated into four dependent and five independent variables. Investor behavior bias, specifically overconfidence, disposition effect, mental accounting, and herding bias, were the dependent variables in this study. While the study's independent variables were financial literacy and demographic parameters such as gender, income level, age, and type of job, the dependent variables were gender, income level, age, and type of work. The types and sources of data used in this study were primary data gathered directly from investors who invest in shares listed on the Indonesia Stock Exchange through the distribution of questionnaires (IDX). Investors who invest in shares listed on IDX made up the study's population. The non-probability sampling method was employed to obtain data in this study. Because this study includes five construct variables: financial literacy, overconfidence, disposition effect, mental accounting, and herding bias, it requires at least 100 respondents.

3 Results and Discussion

The study used data from the distribution of questionnaires to 205 respondents. SPSS software version 25 was used for validity and reliability testing. The validity testing results show that all indicators met the requirements, namely $r\text{-count} > r\text{-table}$. Meanwhile, the reliable testing results show that all indicators met the requirements, namely $>$

0.6. Furthermore, the measurement model test was assisted using AMOS software version 24. The measurement model was tested for feasibility, and the results show that LK5, LK6, DE2, and DE4 did not meet the validity test requirements, so the 4 indicators were eliminated. After eliminating the validity test results indicators on the measurement model, all indicators meet the requirements with the value > 0.5 .

This test was carried out with the help of IBM SPSS AMOS 24 software which tested 20 hypotheses. The probability value (p) is used to see whether there is an influence between the independent variables on the dependent variable with the condition that the value of 0.050 means that the independent variable has an influence on the dependent variable.

The results of the 20 hypotheses tested show 8 hypotheses have a significant effect, namely the H1b, H1c, H1d, H2a, H3b, H4a, H4c, and H5d. Furthermore, H1a, H2b, H2c, H2d, H3a, H3c, H3d, H4b, H4d, H5a, H5b, and H5c have no significant effect.

Financial literacy on the disposition effect has a significant negative relationship. During a pandemic, a lower investor's level of financial literacy will tend to have a biased disposition effect. This is supported by research by [1]. Investors with a low level of understanding tend to sell profitable stocks because they do not understand or study them in-depth. Financial literacy on mental accounting has a significant positive relationship, which means that during a pandemic, investors with a high understanding of finances will allocate their assets and record expenses and income received so that they do not interfere with other financial activities. This result in-line with [1]. Financial literacy on herding bias has a significant negative relationship, which means that investors with a low level of financial literacy tend to follow the investment decisions of others who are successful in the investment field because of their low level of financial literacy. This is supported by [2].

Overconfidence and gender have a large positive link, which suggests that men investors are more confident than female investors during a pandemic because males believe they have financial knowledge. This is supported by several research [1, 3, 10, 13, 16]. Male investors dare to take risks and their investment decisions compared to women.

Investors with low income levels are more likely to be unconscious of owning terrible stocks for a long period during a pandemic than investors with high income levels, implying that during a pandemic, investors with low income levels are more likely to be unaware of keeping bad stocks for a long time. This is supported [4, 11]. Investors with high-income levels tend to consult financial advisors, so they will not hold bad stocks for a long time.

Age and overconfidence have a significant positive relationship, which means that during a pandemic, older investors ages tend to have higher self-confidence because they feel they have more experience and knowledge of the capital market compared to younger investors. This is supported by [17, 18]. Age on mental accounting has a significant positive relationship, which means that older investors tend to be more able to allocate their income and expenses, so they do not interfere with other investments. This is supported by [2].

The type of work on herding bias has a significant negative relationship, which means that during a pandemic, investors with jobs not related to finance tend to ask for opinions

or follow the decisions of other investors before making investment decisions because they are less familiar with investing compared to investors with jobs related to finance. This is supported by some studies [1, 3, 4], Baker et al. [1], and Beatrice et al. [4]. Investors who have jobs related to finance will better understand the capital market and study prospective stocks so that they do not follow the decisions of other investors.

4 Conclusion

The findings reveal that each dependent variable is influenced by at least one demographic component. In testing the hypothesis, it was discovered that gender and age have an impact on overconfidence bias. Financial knowledge and income level have an impact on the disposition effect bias. Financial literacy and age have an impact on mental accounting behavior bias. Meanwhile, financial knowledge and the nature of work increase herding prejudice.

Investors need to recognize and consider their own behavioral biases and types of risk to be ready to face the capital market during a pandemic. Financial advisors should improve and study their understanding of the capital market, especially during a pandemic like this, to minimize losses suffered by their clients. Further researchers can add other demographic factors such as marital status or ethnicity related to demographic factors.

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Family Financial Socialization and Financial Behavior on the Covid-19 Perspective The Mediating Role of Self-efficacy

Zunairoh Zunairoh, Marwin Antonius Rejeki Silalahi, Liliana Inggrit Wijaya

The Covid-19 pandemic has had a very high impact on students' monthly expenses. This is indicated by a decrease in pocket money, changes in the source of pocket money income, and a significant change in student spending. This study investigates the effect of family financial socialization on financial...

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Financial Distress Analysis by Using Altman Z-Score Methods: A Case Study of Selected Fertilizer Company in Indonesia Year 2016–2020

Priyanto

This study aims to analyze financial distress conditions in PT XYZ. This private company produces chemicals and fertilizers in Indonesia and sells them in Indonesia and globally. PT XYZ is chosen because it is Indonesia's biggest and most complete fertilizer industry. This study used secondary data...

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The Effect of Financial Literacy and Demographic Factors on Behavioral Biases of Investors During a Pandemic

Veronica Elvira, Bertha Silvia Sutejo, Deddy Marciano

The purpose of this study is to look at the impact of financial literacy and demographics on investor behavioral biases in Indonesia. Overconfidence, disposition effect, mental accounting, and herding bias were among the eight variables used in this study, which included four independent variables: financial...

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The Effect of Convergence to International Financial Accounting Standards on Information Asymmetry–

Evidence from Indonesian Companies Listed in the IDX from 2015–2019

Evilia Lesmanaputri, Yie Ke Feliana, Stefanus Budy Widjaja Subali

Since 1994, Indonesian financial accounting standards has referred to as International Accounting Standards/IAS (or International Financial Reporting Standards/IFRS started in 2001). Then, as a G20 member commitment, Indonesia took a more major step by developing standards that have been convergence...

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The Use of CGM Web System as Cost of Goods Manufactured Monitoring in the Industrial Revolution 4.0 Era

Dimas P. Sanwasi, Dinar R. Tanjungsari

The implementation of the Internet of Things (IoT) concept can support the implementation of the Business Intelligence information system in a company. The advancement in information technology, especially in wireless networks, must be utilized as optimally as possible to improve a company's operations....

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Hulontalo Ethnic's Values in Making Business Capital Funding Decisions

Muh. Sabir Mustafa, Ubud Salim, Nur Khusniyah Indrawati, Siti Aisjah

This study aims to explore and understand the Hulontalo ethnic group in the furniture business in Gorontalo City values in making business capital

funding decisions. This research was conducted with a qualitative approach using Spradley's ethnographic design as the analysis knife and the Developmental...

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Comparison of Optimal Portfolio Before and During the Covid-19 Pandemic: Testing on LQ45

Evelyn Kusuma, Putu Anom Mahadwartha, Endang Ernawati

This study forms an optimal portfolio using a single index model on LQ45 index stocks and compares its performance before and during the Covid-19 pandemic. Return, risk, Sharpe ratio, and Treynor ratio are compared between the period before and during the pandemic. The calculation of excess return to...

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Credit Restructuring for Bank Debtors Affected by the Covid 19 Pandemic

Sugeng Hariadi, Firsya Ayu Novita

This study aims to examine how the acceleration of economic recovery can predict the success of restructuring non-performing loans for bank debtors due to the Covid-19 pandemic. A triangulation method with a qualitative approach was conducted to investigate primary data obtained from interviews with...

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Levers of Control Management Control System and the Company Competitiveness

William Kurniawan, Fidelis Arastyo Andono

A management control system (MCS) is one crucial element that supports a company in undertaking its formulated strategy. This research aims to investigate the role of MCS in maintaining or improving the company's competitiveness through its strategy. This research design is a qualitative case study of...

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Driving Factors for Digital Technology Innovation in Financial Markets in Indonesia

Agus Zainul Arifin, Khairina Natsir, Made Setini, Herie Darmawan

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 Pujangkoro

Human resource management views every employee in an organization as

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

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Influence of Talent Management on Succession Planning Through Leadership Skills

Bambang Agustian, Yeni Absah, Isfenti Sadalia

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

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

Sumiadi, Yeni Absah, Isfenti Sadalia

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